

SUPPLEMENT TO

THE GREENFIELD RECORDER

DEVOTED TO

A New Study of a Thriving Old Town



An Old
New England
Town
with a
Modern
Industrial
Development

The Town of Worthwhile

It is the town of your dreams, the town beautiful, clean, bright, healthful, prosperous, happy.

Its people live in comfortable homes, with a modest expanse of green between the door and the street, and a bit of a garden at the rear.

The workers go to their tasks through arching trees and find it waiting for them in shops where light and air rule.

It is new and it is old. There is the background of honorable record beginning in the days of pioneer bravery. It gathers to itself every new device for comfort and pleasure and adornment.

It is small and it is large. Once a village, long a modest town, it has added to its numbers until it has a suggestion of the city. But it will keep for the present its garb of youth and be not too swift to array itself in the garments of the full grown.

It is among the hills, but not of them. They are all about, near neighbors with ready welcome and unfailing refreshing. But they do not intrude,—they leave open ground for yet more people to come and build and live, in more level streets with their dooryards.

It is thrifty but lives well. Out of the wholesome factories flows the stream that gives comfort to the homes. There is thought of the unfortunate and provision for the studious. The schools are its pride, and the churches swing their doors open for all the people.

It is the big sister in a numerous family of towns and to it the others come for the settlement of their disputes in its house of justice and for the replenishing of the household out of its liberal shops.

There is pride in its beauties and benefits, a wish to make it better as ways open, a loyalty and a hope that make its citizen glad he is of Worthwhile.

There is ambition and expectation, great promise in its future that more people shall dwell here healthfully, happily and well.

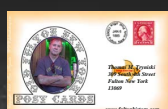
Do you look for the town of Worthwhile on the map? Lift the disguise in its name and find that the town of your dreams is the town of reality. And because it is broad, as the fields are, and bright and promising, as they are in springtime, call it

GREENFIELD

A Town
of History, of
Prosperous
Business
and of a
Promising
Future

GREENFIELD, MASSACHUSETTS

1912



Greenfield's Attractions for Business and for Homes

THE PAST AND PRESENT

A New Survey of the Town's Growth

The substance of the famous remark about the strawberry being the best berry ever made, although it might be possible to improve upon it, applies to the town of Greenfield, whose loyal sons honestly, and with reason, believe this is the best town in the country, and one which, all things considered, offers advantages equal if not superior to those of any other community. In support of the above proposition THE RECORDER comes before the public this week in a special edition devoted to setting forth the merits, rare beauty and charm of this, the shire town of Franklin county. While the

siderable portion of our population. With a well-equipped theatre in town it is fair to assume that the theatrical attractions that will be offered will receive generous support from this and the surrounding towns.

It is fair to assume that the time is not far distant when the national game, which of late has languished in Greenfield, will be revived in our midst, thereby placing the town once more on the baseball map, where it formerly occupied a leading position. The greatest hindrance to the enjoyment at home of baseball is now to be found in the absence of an enclosed field where admissions can be charged. It is altogether improbable that a wide-awake, growing community like Greenfield will submit to being permanently shut off from enjoyment of the national game.

Greenfield, possessing, as it does, natural advantages of beauty and charm, an intelligent population, flourishing industries and institutions which are part of any civilized, progressive community, is destined to wield an ever-widening sphere of influence in the future. Industry will continue to thrive in our midst; men of means and leisure, retired

THE BOARD OF TRADE

The Greenfield Board of Trade, organized in the spring of 1902, has been a very helpful factor in the development of the town. In its membership are most of the leading business and professional men of the village. Its work has not been spectacular nor has it achieved many things which it had hoped to at the time of its formation; but it has accomplished more than enough to warrant its continuance. It was, indeed, time that Greenfield had something of the kind when Benjamin W. Porter set in motion the forces which resulted in the formation of the Board of Trade. Any organization of its size, made up of earnest men working for a common purpose, is bound to be of influence in the community. To those who have the idea that the chief function of a Board of Trade is to make a great burrah and induce new industries to come to town it may seem that very little has been accomplished so far; but to those who appreciate the fact that the Board of Trade can lend its influence to further good causes almost without number, its existence so far is amply justified. To be sure there has been many a disappointment when the committee on new industries has tried to bring some new concern to town; but those on the outside fail to realize a fact known to all experienced in that line, that when investigated many a man who is seeking a subsidy or exemption from taxation for a period of years while getting his manufacturing enterprise on its feet, fails miserably when it comes to a show-down of what he can do and of what merit there is to his project.

The experience of this and other not remote towns bears out the assertion not infrequently heard that industries that have to be hired to locate in your town have, in the majority of cases, little intrinsic worth. Attention has been paid by the local Board of Trade to retaining established industries and assisting them to develop. This plan has been tried with success, with the result that Greenfield has been spared the humiliation of seeing the way strewn with wrecks of different industries, hired to come in and carrying in their wake financial loss and chagrin to the victims.

The many advantages of Greenfield as a place for carrying on industrial enterprises have been disseminated by the Board of Trade, and it is not lack of information that has been responsible for the inability to bring new concerns to town. Greenfield has been more fortunate than many towns in having but few industries that were paid a bonus to come in, and, when fairly established, accept an offer of greater financial inducement to pack up and move elsewhere. What industries Greenfield has are without exception, it is believed, in prosperous condition with a steadily growing business. The variety of industry is helpful to the prosperity of the town. If business happens to be a bit slack in one line, in others it is better, and in this way local trade does not suffer as is the case where the manufacturing is confined to a single line of production. Greenfield has been remarkably free from labor troubles and a strike is something known chiefly by what is gained from reading newspaper accounts of labor troubles elsewhere.

To keep alive the friendly relations between employer and employe, to keep the wheels of industry turning and the trade of the merchant going, to lend a helping hand to good causes, and to be of assistance in the promotion of the general welfare is the mission of the Board of Trade, and a dispassionate survey of what has been accomplished so far

pics quarters in the Masonic building in the rear of the post office. For the past ten years or more there has been kept up an intermittent agitation for a new Court House to replace the old, which is held to be inadequate in many respects to the demands that will be put upon it in the immediate future, but as yet nothing definite has been accomplished. The late Rufus A. Lilly, for many years janitor and court messenger, outlined a comprehensive plan a long time ago for a new Court House on Federal street of much safer construction than the present building. Judging from the responses to the schemes that have been put forth for building a new Court House, the time when the corner stone will be laid is rather remote.

The Franklin County jail and House of Correction, at the head of Allen street, is a model institution and one that is held in high esteem by State officials and that not now numerous class of citizen who travel by the turnpike and in the inclemency of the winter season find congenial quarters at the county seat, presided over by Charles S. Richard.

(Continued on page 14)

YOUNG MEN'S CLUB

The changing social and industrial life of the community has brought to the front many perplexing problems, and not the least of them is what to do with the boy—old or young—whose home life is not sufficiently attractive to hold him and whose parents have apparently slight interest in his higher welfare. To meet the changing conditions, various agencies are at work in our midst. It has been clearly recognized that the boy and young man who spends as little time at home as possible, even if not a home-hater, has had no place to go to spend his leisure hours after leaving the parental roof, except the street or places indoors not altogether calculated to promote his welfare. A number of the churches have made provision for the youth of their communion by organizing the boys and girls and providing a place for them in the social rooms of the church building. But for the many outside the pale there was no provision until the formation of the Boys' Club a number of years ago by Rev. E. H. Sherwin, now of Ashfield, then pastor of the First Baptist Church. He had had experience in this sort of work in New York, and, finding in Greenfield that opportunities for profitable work among the youth of the town were not lacking, looked the field over and formed the Boys' Club which continued its existence as a separate organization until it was merged with the more recent organization known as the Young Men's Club.

The manufacturers of the village lent a hand to furthering the project. Moors Hall was leased. J. T. Seller, now engaged in business pursuits, was engaged to direct the work and the organization perfected at a public meeting in the Town Hall. Leading business and professional men were elected officers of the club and a large sum of money expended to put the building into fit shape for use of the club. Young men and boys of certain ages were made eligible for membership. The beginning was very promising, and the rooms proved attractive to a large number of young boys who frequented them afternoons and to the older boys and young men who visited them in the evening to enjoy the advantages offered by the gymnasium, pool and recreation rooms. Mr. Seller resigned last winter and was succeeded by Rev. G. W. Solley, of Montague, who has had a successful experience with boys' clubs in other



The Town from Shelburne Hills

village may speak for itself in singing its own praises, THE RECORDER believes it will redound to the public good to set forth, aided by an array of pictorial illustration, some of the manifold advantages of this community.

Greenfield is indeed a gem of a village, situated in a scene of rare natural beauty and charm. Its shaded streets, stately and grand as the nave of a gothic cathedral, are known the country over for its beautiful trees. But beyond this the homes of Greenfield are an added attraction to the village and constitute its chief charm, sheltering as they do people of sterling worth and character. But the town is peculiarly fortunate in combining to a remarkable degree aesthetic charm and utilitarian advantage that explain in large measure the steady growth enjoyed by Greenfield for many years. The town has never had a boom or anything approaching it, but has, on the other hand, steadily gained in population for many years, till to-day its numbers over eleven thousand souls. A good place to live in, a good place to do business in, enjoying natural advantages and excellent railway facilities, it is not to be wondered at that our town keeps going ahead, each year marking a solid advance. As a residential and business center Greenfield's attractions are such that it is bound to grow bigger each year.

This is a utilitarian age and the spirit of commercial expansion, world-wide in its sweep, has not passed Greenfield; yet so far it has been easy to maintain an equilibrium between the commercial expansion of the time and the qualities of a community that makes residence within it desirable. It is believed that this happy balance can be maintained in the future; that our industries will continue to expand without detracting in any way from the charm of the village as a residential center. The industrial life of the town is as favorable to permanent progress along the lines which tend to produce the best community development as can be reasonably expected.

The industries are such that intelligence and skill are essential on the part of the majority of the men employed. This intelligence of the workmen employed in the several factories of the town has been a strong factor in the substantial progress already achieved and will play a still more important part in the future. The intelligence and skill of the factory operatives in town have produced a condition of affairs which precludes the wild rioting and excesses which have marked the labor uprisings in Lawrence, Ludlow and numerous other industrial centers. In fact, Greenfield has never had anything approaching a serious labor trouble, and such disturbances as we have had were only of minor importance and took place several years ago. Labor is organized into unions in many different lines of productivity in town, but whenever there have arisen differences of opinion in regard to matters of interest to employer and employed amicable compromises have without exception been reached by the parties at interest.

On the whole, taking a broad survey of not only the New England States, but other sections of the country, it is easy to understand why people should, after returning to Greenfield from trips away, agree that in their travels they find no town that seems to them so good as Greenfield, and living here is bound to be more agreeable in the future than in the past, by reason of the increased advantages and added attractions which the town will enjoy.

It is generally conceded that a well managed play house is of decided advantage to a community large enough to support it, and it is unquestionable that the new theatre now in process of construction by Lawler Brothers on the Ames lot on Federal street, will supply a want long felt by a con-

business or professional men seeking a home amid congenial surroundings, will in increasing numbers come to our midst.

The situation of Greenfield, lying as it does at the junction of two important divisions of the Boston and Maine road, the Fitchburg and Connecticut and Passumpsic divisions, is favorable to healthful growth and progress. Excellent facilities are provided for receiving and forwarding freight, something like forty passenger trains a day arrive and depart from the Greenfield station it is readily seen that the facilities for travel are of the best. Beyond this the town has a good trolley service provided by the Connecticut Valley Street Railway Company. Cars leave every half hour for Turners Falls, from which Montague Center, Millers Falls and Lake Pleasant are reached. With the short missing links to the east supplied, the traveler by trolley can reach Boston, and by the Northampton division, cars leaving Greenfield every hour, one can reach Boston by way of Springfield and Worcester, or New York by way of Hartford. That the trolley service in Greenfield will, in the near future, be much extended in the village is a foregone conclusion. This will be necessary from the very nature of the local situation. People cannot continue indefinitely to build houses within easy walking distance of the Common; as the village spreads out there will be a demand for increased facilities for getting about; streets that have hitherto been regarded as too good to be profaned by the laying of rails over them will be brought within the street-railway system. There has been in the past more or less effort made for extending the tracks over certain streets, but the project has met with a determined opposition from people who object to having the cars pass by their doors. But the demand for additional service will before many years become so insistent that it will have to be met.

As for future expansion of Greenfield, there is abundant room for growth in almost every direction. Of this anyone can satisfy himself by taking a stroll to Poet's Seat, from which cogn of vantage he sees the village spread out before him and notes the extent of the spaces open for building in almost every direction. The limits for expansion are almost indefinite as there is plenty of room for a large city without resorting to crowding. There is bound to be a more intimate connection between Greenfield and Turners Falls in the future than in the past. The senseless prejudice with which too many Greenfield people have regarded Turners Falls is bound to disappear, and whatever rancor or ill will may have existed on the other side of the river against the larger town will give way to the more intimate relations which are bound to come. The relations between the two villages are already intimate. From Cheapside to Turners Falls there is already a pretty continuous line of houses and new ones are going up every year.

Greenfield is charming, thrifty and progressive, with the old stock still largely in the ascendancy. The New England institution, the town meeting, which wields a tremendous influence and is the nearest approach to a pure democracy that we have, flourishes here in full pristine vigor. Mistakes may be made at these meetings but they are pretty apt to be rectified at subsequent meetings.

In the long run the town has had good government and it is to be devoutly hoped that the present system may be continued until such time as the annual town meetings are unwieldy from sheer size. The sentiment for continuing the present form of government as long as possible is strong and it will continue unless a more perfect form of city charter can be provided than is apt to be the case when a town assumes the city form of government.



Typical Town Street (Federal)

will lead any fair-minded, candid person to conclude that much of the criticism leveled at the Board of Trade is unjust, unfounded and uncalled for. The monthly luncheons held by the Board for nearly a year have been the means of enabling the members to touch shoulders, get better acquainted and discuss subjects of common interest. The officers of the Board are: Frank J. Lawler, president; John C. Lee, secretary; William A. Davenport, William J. Newcomb, Nicholas T. Ryan and Moseley Hale.

The chief correctional institutions and agencies of the county are, of course, located in Greenfield. The Franklin County Court House, facing the Common, is a dignified building within and without. On the first floor are the county offices and on the second the court and jury rooms, room for the judges and one for the attorneys. The law library is on the third floor. Chief Justice Aiken and Associate Justice Fessenden, of the Superior Court, reside in Greenfield, and the leading attorneys of the county are residents of the town. The District Court for Franklin occu-

places. Mr. Solley resigned in the summer, there being little doing during the warm weather, and at present there is a cessation of activities—a sort of suspended animation in the club. Efforts have been made to find the right man to manage the club and men willing to take the responsibility connected with keeping the club going. A number of manufacturers are interested in the continuance of the work, and there is little doubt that means will be found to keep the movement alive. The good already accomplished is so great that the public will hardly care to let the work so auspiciously begun die out. It is within the range of possibilities that the manufacturers of the town will raise the necessary money and place a man in charge just for the sake of having a place of recreation for their employees. There is a good equipment and money to be had if assurance is given that results will be secured. There is clear recognition of the fact that in the boys and young men of the village there is an asset of incalculable value for the future, that to neglect to properly train and guide such a potential agency would be nothing short of folly.

A CITY HOTEL IN THE COUNTRY

THE
HOME
OF
LUXURY



OPEN
THE
YEAR
ROUND

THE WELDON

SITUATED IN THE
RESIDENTIAL SECTION
OF THE TOWN



AN IDEAL RESORT FOR THOSE IN SEARCH
OF A QUIET COMFORTABLE PLACE
TO SPEND THE TIME IN

THE WELDON HOTEL

A Hostelry That Has Advertised the Town

In the early days of Greenfield its taverns were popular with the traveling public. Where lines of railway now intersect then there were stage lines running through from east to west and from north to south. The high popularity of the old-time Greenfield taverns has descended to the hotels of to-day. The newest of the local hotels is the Weldon, on High street, in the residential section of the village. The building is strictly fire proof and it is not possible to burn it. Its guests retire for the night with a sense of security that they will not be awakened in the night by cries of fire and hear the flames crackling around them. The Weldon Hotel has done more to make Greenfield known the country over than anything else. It is a favorite stopping place for those traveling by automobile. One day the past summer guests were registered from seventeen States in the Union. And pretty nearly every State in the country has been represented by guests at one time or another. It is strictly fire proof and a fire-class hotel with 125 guest rooms and 55 baths. It enjoys a wide popularity and is open the year around. The proprietor, Howard M. Moat, had his training in the hotel business at Lenox before coming to Greenfield. The hotel maintains its own gardens for raising what vegetables are consumed. Cool in summer, warm and cozy in winter, the Weldon is an ideal resort for those in search of a quiet, comfortable place to spend the time in.

Mansion House

The man who many years ago wanted to be booked for the Mansion House, Greenfield, knew just what he wanted. For many years one of the most popular hotels in western Massachusetts, the hotel to-day is doing a better business than ever before in its entire history. Herman L. Wood is manager for the W. E. Wood estate. Within two years \$12,000 have been expended on repairs and the house was never in better condition than to-day, and is booking more guests than ever before. People traveling by automobile are not "soaked," as the common expression is, when they register as guests. This generous treatment has resulted in a large patronage from the automobile traveling public. It is the policy of the management to keep the table up to the high standard maintained for many years, and this is something the traveling public shows its hearty appreciation of by patronizing the house. A special feature is the Dutch Room, on the street floor, where is to be found by far the best lunch room in town, which enjoys a liberal patronage.

The New Devens

Under the proprietorship of William Donaldson, for seven years steward of the Worthy Hotel in Springfield, the Devens Hotel is enjoying an increasing patronage.

Mr. Donaldson found the house badly run down when he came to it about a year ago. The changes he has made are bringing business to the hotel. He has added new furnishings, has a new kitchen and dining room, and runs the house on the European plan. The rooms are large, airy and well lighted. Club breakfasts are served from fifteen cents up. The noon lunches at fifty cents are not to be beaten in town. The prices for the a la carte evening meals are reasonable. The efforts of Mr. Donaldson to provide the traveling public and the local people with a clean, comfortable hotel are meeting with success.

The Warner House

The Warner House — E. P. Isaacs, proprietor — with all outside rooms, is the only \$2 a day hotel in Greenfield. The hotel is conducted on both the American and European plans, is comfortable and home-like, and thoroughly up to date in its appointments and service. The Warner House, always neat in appearance, has recently been made very attractive by an artistic display of electric lights which are ornamental and render good service for travelers on Miles street after dark. The service and recent changes reflect much credit on the management. A feature of the house is the excellent lunch room on the first floor.

Ryan & Casey

Ryan & Casey, wholesale liquor dealers, on Ames street, carry pure wines and liquors, the aim being to buy only the best. They are direct importers of the well-known Duff Gordon sherries, and also Taragona ports direct from Port St. Mary, Spain, famous for the purity of its wines. The firm has a good business in supplying hospitals for medicinal use and physicians recommend their goods for their purity. The firm handles straight liquors taken from bond. They carry a full line of American as well as foreign wines. It is a point with the firm to carry in stock liquors properly aged.

Arthur Rist

The Rist saloon — Arthur Rist, proprietor — has been managed by the Rist family for the past thirty-five years, and occupies the same quarters in the Strecker block on Main street in which it was opened forty years ago. The late Jacob Rist, father of the present proprietor, conducted the business for many years. The place has always enjoyed a good reputation, abiding by the law and avoiding objectionable features. No complaints have ever been lodged against Rist's, which has always enjoyed an enviable reputation.

Lowell Talbot

Lowell Talbot, of "The Specialty Shop," on Chapman street, is one of the newer merchants of Greenfield. He carries a large and attractive line of draperies, floor coverings, window shades, blankets, pillows, couch covers, puffs, and all kinds of brass fixtures. From years of experience in these lines he is well prepared to meet the needs of the purchaser. His large stock of new and clean goods of first-class quality is offered at the lowest possible prices.

The Popular Bijou

The Bijou Theatre, H. S. Streeter, proprietor, started six years ago in a vacant store in the Davenport building. Starting from the foot of the ladder with small picture shows and continuous afternoon and evening performances lasting only half an hour, with a proper spirit of enterprise Mr. Streeter has continued to advance in every branch and has finally established a well-merited trade. After the third year it was very evident that the business had outgrown the too small quarters in which the beginning was made, and later a more adequate abode was found in the present home of the theatre, formerly the First Baptist church of Greenfield.

A large sum of money was spent in inaugurating in the new quarters what is now up to the average of many of the city theatres producing vaudeville and motion pictures, an entertainment particularly adapted to appeal to the great

the Bijou, particular mention should be directed to the brilliant presentation of Jesse L. Lasky's "Visions D'Art," which was classed as Manager Streeter's greatest effort in vaudeville and was an innovation long to be remembered.

Mr. Streeter cherishes ambitions for the future to make the Bijou reach a high standard of merit. To attain this end he is giving his personal attention to each and every one, that from the highest to the lowest, the poorest and richest, the youngest and oldest, irrespective of class or clan, each and every one may find in the Bijou a continued home of refined amusement at the cost of almost nothing.

Snow White Laundry

The Snow White Wet Wash Laundry, on Wells street — H. Z. Cobb, proprietor — is doing much to relieve the household of one of the worst of drudgeries — washing-day.



The Davenport Block

masses of the present age, solely from the fact that there is a generous measure of entertainment sufficiently brilliant in its variety to satisfy and enthuse every walk of life at the popular price of ten cents — a price within the reach of every one and which is the mainspring and life of the success of the theatre.

The motion pictures are carefully selected from the best product of the world to-day and comprise a most popular variety of educational, comedy, dramatic and artistic subjects, interspersed with polite and clean vaudeville, which Manager Streeter is booking through the big Keith vaudeville booking offices of Boston. While much is to be said in favor of the many strong productions presented at

The specialty is family wet-washing. All washings are kept separate, thereby insuring the return of the right articles to their proper owners. Another great advantage offered by the laundry is that articles require no marking with indelible ink. The business has already attained large proportions in the four or five months since it was established. The villages of Turners Falls and Montague City are covered in addition to Greenfield. To make the prompt deliveries that are so desirable a Chase automobile truck is in use and next summer a second truck is to be added for the accommodation of Bernardston patrons. New and up-to-date machinery was installed in fitting up the laundry which is well-equipped for prompt and efficient service.

Commercial and Industrial Interests of Greenfield

THE TOWN'S FOUNDATION

The industrial life of Greenfield is marked by thrift and prosperity. The manufacturing concerns are all going well. The prosperity of the town is not dependent on any single line of industry. With the varied industries carried on here the effects of commercial depression are not felt as they are in manufacturing communities confined in the main to a single line of production. The character of the local industries require, in the main, skill and intelligence on the part of the mechanics. They command good wages and are good customers. Many of them own their homes which gives them a vital interest in the welfare of the town. There are in town no large factory tenements; there are no company stores at which the employees are supposed to spend a good part of their wages. Wages are paid weekly and the men consequently are enabled to be good customers for the tradesmen.

The working conditions are such as to be conducive to

not be matched anywhere near by and to find its equal one would probably have to go outside of western and northern New England in any town of the size of this.

The stores of Greenfield carry large stocks of various kinds of merchandise from which the customer can make his selections. In dry goods, clothing, groceries, meats and provisions, jewelry, drugs and chemicals, hardware, paints, oils and varnishes, not to mention other lines of merchandise, the purchaser can find what he wants at right prices. As the town grows it becomes more of a trading center. Upon investigation a number of years ago it was found that Greenfield was the wealthiest town of its size in the world. Wealth is increasing, although millionaires are not numerous, and with increasing wealth and growth of the town its advantages as a shopping center are bound to increase. This is the center for the grain trade of a considerable portion of western Massachusetts.

Commercially the town has enjoyed prosperity since the days of river navigation when Cheapside, then a part of

heaviest galls, firmly imbedded. The Connecticut Valley Street Railway Company is a consolidation of the Greenfield and Turners Falls Street Railway, the Greenfield, Deerfield and Northampton Street Railway and the Northampton and Amherst Street Railway. The present management was obliged to rebuild the latter road after coming into possession.

The lines of the Connecticut Valley Street Railway Company run through exceedingly pleasant places. The trip from Greenfield to Northampton passes through a section of the Connecticut valley that cannot be approached for beauty and historic interest in any other section. Deerfield is famous for what took place in the dark and bloody days of

trolley passes through Cheapside and Montague City, running close much of the way to the old canal which was constructed in the boating era on the Connecticut river. Turners Falls is a thriving town with large mills. Across the river at Riverside is the monument erected to commemorate the fight between Captain Turner and the Indians whom he found encamped there. Near by are the famous bird track quarries. From Turners Falls the trolley road runs to Montague Center and Miller's Falls, passing by Lake Pleasant, famous for the camp meetings held there every summer.

The Connecticut Valley Street Railway Company has approximately forty-eight miles of track. It is a subsidiary



In the Trading Section—Main Street from the Common

thrift and contentment. Greenfield has been free from the fierce labor disturbances which have become so marked a feature in the industrial life of many large manufacturing centers. There have been no general shut downs of the factories, throwing out of employment large numbers of working men. Strikes are something known rather through newspaper reports than by actual experience. In fact there has never been in the entire history of local industry anything approaching serious labor trouble. The demand for labor is generally steady with good men at a premium. Whenever there has been any slight disturbance in labor circles the employer and employee have been able to get together and settle their differences amicably.

Another factor in the industrial development of the town is the large amount of power that is soon to be available through the completion of work on the Deerfield and Connecticut rivers, that will bring cheap power within the reach of local manufacturers who are close to the source of power. The local electric light and power company has a plant at Gardner Falls on the Deerfield river, below Shelburne Falls, and also gets electric current from the plant of the Turners Falls Company, with which it is affiliated. Practically all the local manufacturers are using electric power to keep their factory wheels going. With the completion of the developments of power near by local industry is bound to expand. And there has been a steady expansion of industry in the town since the early days of manufacturing. There has been enlargement of plants and new companies formed. The industrial future of the town is bright with promise. For adding to the already existing factories there is plenty of capital ready as soon as a good proposition is advanced. While taps and dies lead in Greenfield manufactures, many other goods are made in town. There are wood working establishments, table cutlery is made in considerable quantities by different companies, one large concern runs entirely on sterling silverware, and there are a number of flourishing printing establishments.

Through the efforts of the Board of Trade, Greenfield is having from time to time trading days which attract large numbers of shoppers from the outlying towns. This is naturally a trading center for towns within a radius of many miles in different directions. The facilities for shopping on advantageous terms are the equal of those in any town of the size of this within a circuit of many miles. Commodity prices on staple articles are as low as can be found within a radius of thirty miles. The largest store in Greenfield can-

Deerfield, was a leading commercial center, with wharves and warehouses for the merchandise landed by the boats plying on the Connecticut. And it is not impossible that Greenfield will once more experience the benefits derived from water transportation; for only a short time ago a meeting was held here to further the interests of navigation on the Connecticut river. Well-considered plans have been matured for making the Connecticut river once more a navigable stream and it is well within the range of possibilities that within the next few years boats will once more be stopping at Cheapside to unload goods as in the olden time before the opening of the Connecticut River Railroad.

STREET RAILWAY CENTRE Massachusetts Northern Railways Expanding

The Connecticut Valley Street Railway Company gives Greenfield and the towns through which it runs excellent service. To Turners Falls there is half hour service and to the south cars leave on the Deerfield and Northampton line every hour. The lines of the different divisions of the Connecticut Valley street railway are of substantial construction and well equipped for serving the public. Since the organization of the Connecticut Valley street railway the

the French and Indian wars, when the new settlement was subject to frequent attack from Indians, inspired by the French, who sometimes took part in the attacks. There is in Deerfield a museum of antiquities which, in its own field, is the best in America and yearly draws thousands of visitors from all over this and foreign countries. This museum was gathered by the Pocumtuck Valley Memorial Association

In the Trading Section—Main Street, The Masonic Building and West

of the Massachusetts Northern Railways, a voluntary association organized in November, 1911, for the purpose of acquiring stocks, bonds, notes and other evidence of debt of Massachusetts public service corporations. Its trustees are seven in number, and are as follows: Russell G. Fessenden, of Boston, president of the American Trust Company; Richard M. Saltonstall, of Boston, of the firm of



In the Trading Section—Bank Row, The Allen Building, First National Bank

of which George Sheldon, the venerable historian of Deerfield, is the founder and president. There is much in Deerfield besides the unrivaled museum to attract the visitor. From Deerfield to Northampton the road passes through a rich agricultural country and touches Laurel Park, famous for its camp meetings and Chautauqua assembly. Northampton is a city of attractions which are too well known to require detailed mention. It has much historic interest, is

Gaston, Snow & Saltonstall, lawyers; Robert L. Warner, of Boston, of the firm of Warner, Tucker & Co., bankers; Joseph W. Stevens, of Greenfield, president of the First National Bank; E. C. Crosby, of Brattleboro, capitalist; Gen. F. E. Pierce, of Greenfield, president of the Association and all its subsidiaries; and D. P. Abernethy, Jr., treasurer of the Association and all of its subsidiary companies.

The relation of the Massachusetts Northern Railways to its subsidiary companies is simply that of a stockholder, and it has no other control over their operations than that of a stockholder. The general office of the Association is at Greenfield, as well as the general offices of all the subsidiary companies. At the present time the Association holds in its treasury 4,886 shares out of 5,000 of the common stock of the Connecticut Valley Street Railway Company; the entire capital stock of the Athol and Orange Street Railway Company; 623 shares out of 750 of the capital stock of the Templeton Street Railway Company; 1,841 shares out of 1,850 shares of the Gardner, Westminster and Fitchburg Street Railway Company, and 1,725 shares out of 2,350 shares of the capital stock of the Concord, Maynard and Hudson Street Railway Company.

The same interests which are identified with the operation of these companies are about to commence the construction of a line between Orange and Miller's Falls, thus completing the line of street railway tracks from Greenfield to the metropolitan district. When this line is completed and in operation, which is expected to be during the summer of 1914, a passenger will undoubtedly be able to ride in through cars from Greenfield to Fitchburg at least.

The Connecticut Valley Street Railway Company, in which Greenfield has a more intimate interest than in the other companies included in the Association, has been treated in preceding paragraphs. The Athol and Orange Street Railway Company serves the towns of Athol and

(Continued on page 6)



Connecticut Valley Street Railway—The Cheapside Car Barns

company has expended large sums in new lines and in rebuilding the old lines. The road between Greenfield and Northampton for the greater part was built new and the construction of the best. Much work has been done on the Greenfield and Turners Falls division, which has been practically rebuilt throughout. The past summer and this fall has seen the reconstruction of the Federal street line, which has been done under the best approved plans, with the

the seat of Smith College and the home of State institutions. Going from Northampton to Amherst the road crosses the Connecticut river on a long steel bridge and enters Tully, a most interesting old town for the student of history and lover of the picturesque. The broad adjacent meadows produce bountiful crops. Amherst is the home of two colleges and well worth a visit.

Going from Greenfield to Turners Falls the passenger by

PROGRESSIVE, PROSPEROUS, GROWING GREENFIELD

A town to which Nature has given its full favor. A town in which every industry is thriving, expanding, ambitious; where there is work for every able man and ample opportunity for the investment of capital.

Greenfield is the Richest Town of its Size in the World

ITS various concerns employ largely skilled labor of the highest class. Reference to the State reports shows that the average wage paid to the mechanics in this town is nearly double the average wage earned by factory workers throughout the state. This condition makes possible the ownership of their homes by a large proportion of the working people, and has resulted in a town of cottage houses, Greenfield being exceptionally free from closely built blocks of tenements.

The town has the particular distinction of being the world's headquarters for the production of Screw Cutting Tools.

It is the best place in this locality to locate a factory, mercantile business, or a home. It has known no serious business setback.

GREENFIELD is the capitol and metropolis of Franklin County; easy to reach from all of the surrounding towns, by railroad or trolley or over good traveled roads.

It offers the best shopping facilities within many miles. Its merchants are alive and up to date. Its stores are increasing in number and size and the stocks of goods which are offered to the public are growing larger and of a greater variety with every year. The residents of all surrounding towns do a large amount of their purchasing here and it will only be a short time when many more will find it to their advantage to trade in the Greenfield market.

Farmers will find here an ample market for the products of their fields and orchards. Here crops can be changed into money, and the money either expended or banked to the best possible advantage.

Greenfield is an Ideal Location for Business and Home

GREENFIELD

Greenfield offers to the manufacturer unusual facilities for carrying on his business. There is available plenty of level land for manufacturing plants, much of it with railroad facilities.

Electric power in large quantities is furnished at very low rates, in fact the lowest in Western New England.

There is no labor question in this town. There has never been a strike and plenty of skilled help is available.

Located at the junction of two divisions of the Boston and Maine system, within easy reach of both Boston and New York, and on the trunk line of the great Merchants' Despatch system for the Middle West, Greenfield enjoys the best shipping facilities in this locality.

To the manufacturer seeking a location for his plant the Board of Trade will be glad to point out the many advantages of the place and solicit inquiries of this nature.

GREENFIELD

Greenfield with the population of 11,000 rapidly increasing and the center of a group of prosperous agricultural communities offers unusual opportunities for parties desiring to invest their capital in mercantile enterprises.

The town is a community of highly paid mechanics, who have plenty of money to spend for necessities and luxuries of life.

Surrounding towns from which access is easy by train or trolley are farming communities of the highest type. Their residents are prosperous and Greenfield is the logical point for them to come to do their trading.

Greenfield merchants are largely increasing their stocks and size of their stores. There are wholesale houses successfully supplying the wants of small stores about the country.

GREENFIELD

Greenfield is situated in a district which rivals in beauty the famous Berkshire Hills. It is an ideal place for a man looking for a spot in which to locate a pleasant home. It has frequently been said that the town itself is one large park. It has only to be seen to be appreciated.

The town is supplied with the best water and a complete sewerage system.

The public schools are of an unusual excellence and there is a complete outfit of public buildings of the best class.

For the working man it offers a combination of high wages and the best of working and living conditions, and every advantage of an up-to-date town in social and educational advantages. There are many clubs and organizations whose membership is open to every respectable comer.

Although the town is rapidly growing there is ample room for many thousands more. The land on which the town is situated is gently undulating and there are many acres of desirable locations open for the building of homes.

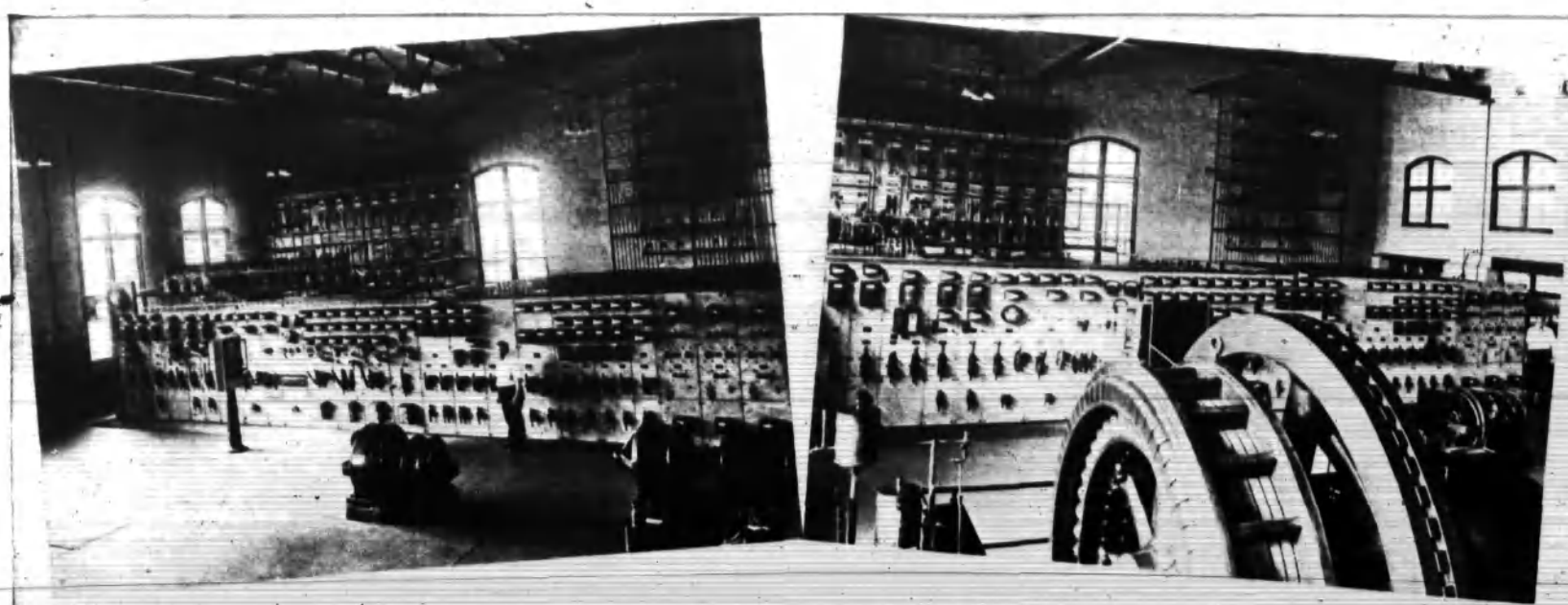
Come help us use our manufacturing facilities. There is close to 200,000 horse power of electric energy to be used, plenty of room for shops, and the homes of the workers, plenty of room for more stores, plenty of people for them to supply. Greenfield is growing, growing fast and bound to keep on growing. Let your business grow up with it.

Come to Greenfield to Live

Come to Greenfield to Trade

GREENFIELD BOARD OF TRADE





INTERIOR VIEW OF POWER HOUSE

WE FURNISH

LIGHT AND POWER

At Lower Rates Than May Be Found in Western New England

—ALSO—

SUPPLY ELECTRIC APPLIANCES

FIXTURES

MOTORS

ETC.

YOURS FOR A GREATER GREENFIELD

GREENFIELD ELECTRIC LIGHT & POWER CO.

GREENFIELD, MASS.



CAPITAL, \$300,000

SURPLUS AND PROFITS, \$250,000

FIRST NATIONAL BANK

GREENFIELD, MASSACHUSETTS

SAFE DEPOSIT BOXES \$3 PER YEAR AND UPWARD

JOSEPH W. STEVENS, PRESIDENT

JOHN E. DONOVAN, CASHIER

THE FRANKLIN SAVINGS INSTITUTION

GREENFIELD, MASSACHUSETTS



INCORPORATED 1834

ASSETS OVER \$7,000,000

Deposits Begin Interest January 1, April 1, July 1, October 1
Deposits Can Be Sent By Mail, By Check or Post Office Order

LIGHT AND POWER

Greenfield's Company is Progressive and Expanding

One of the prosperous and growing industries of the town is the Greenfield Baking Company, whose plant on Davis street has been greatly enlarged by taking over the portion of the block formerly occupied by John Wilson & Company on the second floor, and on the first floor the rooms occupied by the Troy Steam Laundry. With the entire block at its disposal, the company has made changes and installed new machinery that will enable it to handle the rapidly increasing business. The company is now in a position to handle the growing trade with the new equipment and additional space which were imperatively needed. The daily output of bread ranges from 2,000 to 3,500, but with the two new patent steam ovens of the latest type the capacity can be increased to 14,000 loaves a day. The company has a large trade in crackers, pies, cakes, doughnuts and fancy goods it deals in.

In 1900, fourteen men were employed and thirty to forty barrels of flour used a week. The present number of men is twenty-seven, and, instead of thirty or forty barrels of flour a week, from 125 to 150 barrels of flour are required. The high standard set by the Greenfield Baking Company is to demonstrate that it can produce better goods than are made in the home by one of the cleanest and most sanitary bakeries in western New England. The Greenfield Baking Company has been doing business on Davis street since 1881. After several changes in ownership, Walter L. Phelps, then in the employ of the Smith Carr Baking Company of Northampton, bought the business at Greenfield in 1900, being associated with W. G. Hawks. In 1902, Mr. Phelps bought the half interest of his partner and under his management the business has enjoyed steady growth. With its present facilities it is in position to take care of the steadily growing volume of business. Although the Greenfield business has been merged with the Smith Carr Baking Company of Northampton, the plant here has retained its original name. Walter L. Phelps is president of the new corporation and Louis A. Phelps, secretary and treasurer.

Street Railway Centre

(Continued from page 4)

Orange, and owns seven miles of track extending from the village of Orange to a point in Athol near the fair grounds in the upper village. Here the track of the company connects with that of the Templeton Street Railway Company, which serves the towns of Athol, Phillipston, Templeton and Gardner. This company has just completed an extension of its lines from Baldwinville to Winchendon, a distance of seven miles. It operates approximately twenty-seven miles of track, and during the current year and under the present management the property has been largely rebuilt. The construction of the new extension from Baldwinville to Winchendon has been carried on during the past five

months, and now completed is considered one of the best built street railway lines in Massachusetts, it being largely on private right of way, and designed for high speed and fast service.

At Gardner the tracks of the Templeton company connect with those of the Gardner, Westminster and Fitchburg Street Railway Company, whose tracks serve the towns of Gardner and Westminster and connect with the Fitchburg and Leominster Street Railway at Walte's Corner in Fitchburg, with which latter company the Gardner company has trackage agreements so that through service is provided from Orange to the center of Fitchburg without change.

The Concord, Maynard and Hudson Street Railway Company, the most recent of the companies in which the Massachusetts Northern Railway is interested, serves the towns of Concord, Stow, Maynard, Hudson and Acton, having approximately twenty miles of track and is in a section of the State where strong manufacturing industries are found in connection with large farms raising the earliest vegetables. It is the intention of the management of these companies to extend over all their lines the merchandise and express service which, during the current year, has been started both at Greenfield and on the lines east of Orange, expecting that with the advent of their services that added facilities and decreased rates for merchandise shipments will be offered to the public along the lines served by their cars.

The total mileage of these five companies is 114.256 miles. For the year ending June 30, 1912, the gross earnings of these five properties aggregated \$474,227.30; after the payment of operating expenses and taxes there remained \$135,988.71 as net earnings. The annual charge for interest and preferred dividends on these five companies' bonds, notes and preferred stock for the same year was \$74,280.14, leaving a balance of \$61,708.57 applicable to common dividends on these five companies' common stock and to depreciation and profit and loss.

The total permanent property account of these same five companies, representing cost of permanent property, aggregated \$2,061,784.97 on June 30th. Other assets consisting of cash and current assets, materials, supplies and miscellaneous assets on the same day totaled \$350,011.34, making the total assets of the five companies as of June 30, 1912, \$3,311,796.31. The liabilities of the same companies, as shown by their statements, consist of \$1,189,500 of capital stock; \$1,055,000 of funded debt; \$924,638.43 of notes, bills and accounts payable and \$52,639.50 of accrued taxes, interest and wages not then due, and profit and loss account surplus of \$90,027.38, a total of \$3,311,796.31.

During the year which closed June 30, 1912, over the tracks of these companies were operated 1,788,117 car miles for revenue; the number of passengers carried paying revenue during the same period was 8,618,367; on June 30th the five companies had on their payrolls 428 employees. This number of employees does not include the employees engaged at that time in construction under contract, which aggregated approximately 200 men.

The superintendent of all the subsidiary companies is J. A. Taggart, of Greenfield. C. W. Clapp, of this town, is superintendent of way and engineer of the same. The assistant superintendents are F. E. Marsh at Athol, C. F. Jeffs at Gardner and F. A. Persons at Maynard.

IS TOWN'S OLDEST BANK

First National a Source of Strength

The banks of Greenfield have long been regarded as among the best in the State. The First National Bank is the oldest in town, having been chartered in 1822 as the Franklin Bank. In 1831, when the charter was renewed, it took the name of the Greenfield Bank. In 1864, when the National Banking Association was formed, it joined and took the name under which it has gone since. It has had a long and honorable career and has enjoyed the confidence

of Joseph W. Stevens; cashier, John E. Donovan; directors, Joseph W. Stevens, John E. Donovan, Charles Allen, William N. Washburn, Charles P. Russell, William M. Pratt, Dana Malone, Charles C. Dyer, Daniel P. Abercrombie, Jr., William M. Smith. The capital of the bank is about to be increased to \$300,000.

The old Franklin Savings Institution, which was incorporated in 1834, is a bank in which not only the citizens of Greenfield and the county but those in many towns in the State take a just and honorable pride. It now occupies the handsome and commodious building at the corner of Main and Federal streets, which was finished last fall. Previous to that it had occupied quarters on the second floor of the First National Bank building. The management of the Franklin Savings Institution has ever been of the kind that does not cause the depositors to sit up nights for fear that the officers are going to make way with the funds. A



To Boston 100 Miles (High Street)

of the business public to an extent that is accorded to few similar institutions. It has been uniformly successful, has never passed a dividend, and the present dividend rate is 6 per cent. The bank occupies quarters on Bank Row, which was named in its honor early in the preceding century. As the business grew, additional room was required, and to meet this need successive changes in the building have been made, the last being in 1905, when additional space was obtained by taking all the room on the first floor. The interior was remodeled and new equipment throughout installed, with the result that the bank is finely appointed throughout. Its massive vaults insure the safety of cash, securities and valuables stored therein. Under the present management the unbroken record of a long and honorable past have been ably maintained. The officers are: Presi-

wise conservatism has always been a feature of the policy which has guided the affairs of the bank. The safety of the funds entrusted to its care and their investment, with a view to securing the best results for the depositors, have always been kept in view. In fifty-eight years the bank has had but three treasurers—Franklin Ripley, William Henry Allen and Charles Allen, the present incumbent of the office.

The Greenfield Savings Bank, which closed its doors four years ago next February, acting upon instructions from the bank commissioner, has not been able to receive deposits or pay out money since it was closed; but it has, in the meantime, worked itself into an exceptionally strong position, having closed out a large share of its unprofitable business in North Adams, where excessive loans on real estate led

(Continued on page 14)

HELPFUL AGENCIES

They Assist in the Town's Best Growth

Greenfield has in the Federated Societies of the town an institution destined to become an important factor in the best development of the community. At a noon luncheon of the Board of Trade last winter, Benjamin W. Porter, who is ever alert to promote the better interests of the town, made the suggestion that the next luncheon be devoted to a consideration of problems relating to the welfare of the town. Mr. Porter's idea met with hearty approval, and at the following meeting he outlined a comprehensive plan

numerous subordinate bodies can possibly do by acting independently. The work is carried on unobtrusively and without the blowing of trumpets, but effectively. While not aiming to remedy at one stroke all the defects that may be discovered, the influence of the organization is already felt and is apparent; and when its representatives go before the powers that be, appearing as they do for interests representing the entire town, they are accorded a hearing and their recommendations given careful consideration. If the present wise prudence that guides the actions of the Federated Societies can be continued for five, ten, fifteen or twenty years, its influence cannot but prove highly beneficial.

The Franklin County Public Hospital, which three years ago moved into the new and finely equipped buildings on Spalderson street, is an institution that richly deserves the generous support given it by the public, and one in which

to the ownership of Mr. Converse. The property was bought by the hospital corporation and extensive changes were made to put it into shape for hospital use. Here the institution remained until its removal to the present location.

The purchase of the new lot and erection of the new buildings was rather a formidable task, and was made possible only by steady, united effort over a considerable period of time and by self-sacrifice. To the women of the village great credit is due for their loyalty and devotion to the hospital. The organization committee, composed of women entirely, has been instrumental in raising sizable sums each year through public entertainments, food sales, card parties and other ways for the support of the institution. The hospital has been fortunate in enlisting the sympathy and interest of its sons and daughters, among the benefactors being Judge Charles Allen, of Boston; Levi J. Gunn, president of the corporation, who has ever stood ready to help

of Hope, that was formerly the home of Judge Fessenden. An addition was built for the accommodation of the Post. It serves admirably the purposes of the Post, being near the "street" and of easy access. A portion of the house is rented to the Girls' Club, that most useful club which was organized more than a dozen years ago by Miss Mary N. Washburn. The club is easily one of the most useful agencies in town for the upliftment of that portion of the community brought within reach of its influence.

The fire department of Greenfield is an efficient body, in spite of the criticisms of it that are frequently heard. The department proved its efficiency in the fire of two years ago last spring when the old wooden covered bridge over Green river was destroyed and the high wind carried the burning embers across the meadows to Deerfield street where numer-



Franklin County Public Hospital

for putting into effect what he had previously recommended. The outcome was the formation of the Federated Societies, planned on broad lines, for utilizing existing agencies for the betterment of local conditions. The organization was formed with Mr. Porter as chairman of the executive committee. Each church and other organization in town was requested to elect a member to represent it in the new organization, and in the majority of cases the request was complied with.

The Federated Societies, keeping in mind the general welfare of the town, have placed the general welfare of the

all can take an honest pride. The superintendent, Miss Anna M. Sweeney, who has been in charge for a long time, came to Greenfield, after holding responsible positions in large city hospitals, at a critical time in the history of the local institution. She at once proved to be the right person for the place to which she had been appointed, and the public was not slow in recognizing her ability and worth. The County Hospital was started in 1895. It opened in the home of Rev. Dr. Robbins and from there to the Converse house on Main street, which was at one time run as a hotel and the name of the Greenfield Tavern, but subsequent

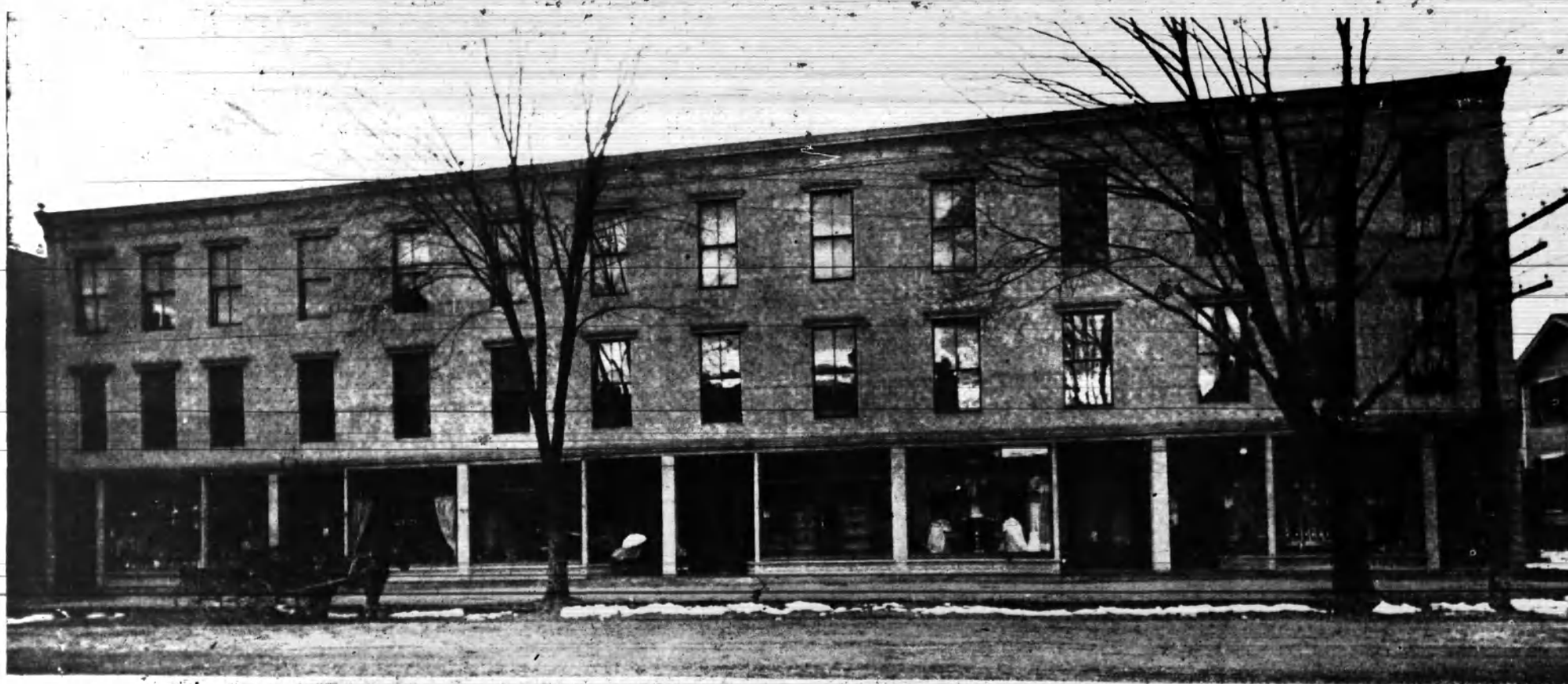
out with his means in time of need; John H. Sanderson, Mrs. Maria L. Hosmer, deceased, and the late Henry Coulard, who conveyed the Converse property to the corporation. But it is to the public at large that this most useful institution has to look for its maintenance, and so far appeals for aid have met with generous response. The surroundings of the hospital are well suited to assist in its beneficent work of alleviating suffering.

Edwin E. Day Post of the Grand Army and the Relief Corps occupy the brick house on Main street, at the corner



Hall of Grand Army and Girls' Club

ous roof fire started that destroyed, wholly or in part, a number of wooden buildings. It was a most trying time, as the high wind was raising the mischief in many places, the flying embers being driven long distances and scattering disaster as they were driven along. Chief Partenheimer and his men faced a serious situation with fires breaking out in numerous places, but they were able, by the most vigorous and well directed effort, to keep the many blazes in control, aided as they were by a company from Turners Falls. A fine water supply, derived from the Glen Brook in Leyden, has contributed not a little to the prosperity of Greenfield.



THE FAMOUS OLD MANSION HOUSE

Excellent Cuisine

Dutch Room

Rathskeller

HEADQUARTERS FOR AUTO PARTIES

Opp. Court Square, Greenfield

W. E. WOOD ESTATE
H. L. Wood, Manager

THE DEVENS HOTEL

In the Centre of Things Active

EUROPEAN PLAN

ROOMS \$1.00, WITH PRIVATE BATH, \$1.50

Business Men's Luncheon 50c. Served from 12 to 2 p. m. Sundays Included

Free Fare from Depot

WILLIAM DONALDSON, Proprietor

E. A. NEWCOMB

WM. J. NEWCOMB

E. A. NEWCOMB & SON

Wholesale and Retail Dealers in

Hardware, Cutlery, Wooden Ware, Agricultural Implements

Seeds, Paints, Oils, Varnish and Brushes

GREENFIELD, MASS.

The Green Furniture & Undertaking Co., Inc.

The largest stock of Furniture in Franklin County, with everything to furnish a home, including Glenwood Ranges.

JAMES C. MUNYAN, Undertaker

A Continual Rush for Vacuum Cleaners

Yes, the Manufacturers of this Domestic Cleaner Claim to Make and Sell One Thousand Per Day

You can't buy a Domestic Cleaner unless you need it. That's the absolute fact. Make me prove it before I take your money. Your own home or office must show that it has a profitable application for the Domestic but I shall be glad to help you dig up the evidence. My suggestions may prove valuable to you even if you don't buy a Domestic.

If you don't buy it, you pay a big price for it; if you do buy it you pay from \$9.25 to \$16.00. The pictures here simply skim the surface of the broad possibilities.

The Domestic cleans, mind you! Let that fact sink in. This space costs me \$12.50, hence I cannot afford to illustrate an article of no merit.

At No. 1 Chapman St. LOWELL TALBOT Greenfield, Mass.



PABST BEER

TOBACCOS

RIST'S

PIPES

P. O. N. ALE

RYAN & CASEY

WHOLESALE DEALERS

LIQUORS, WINES AND BEERS

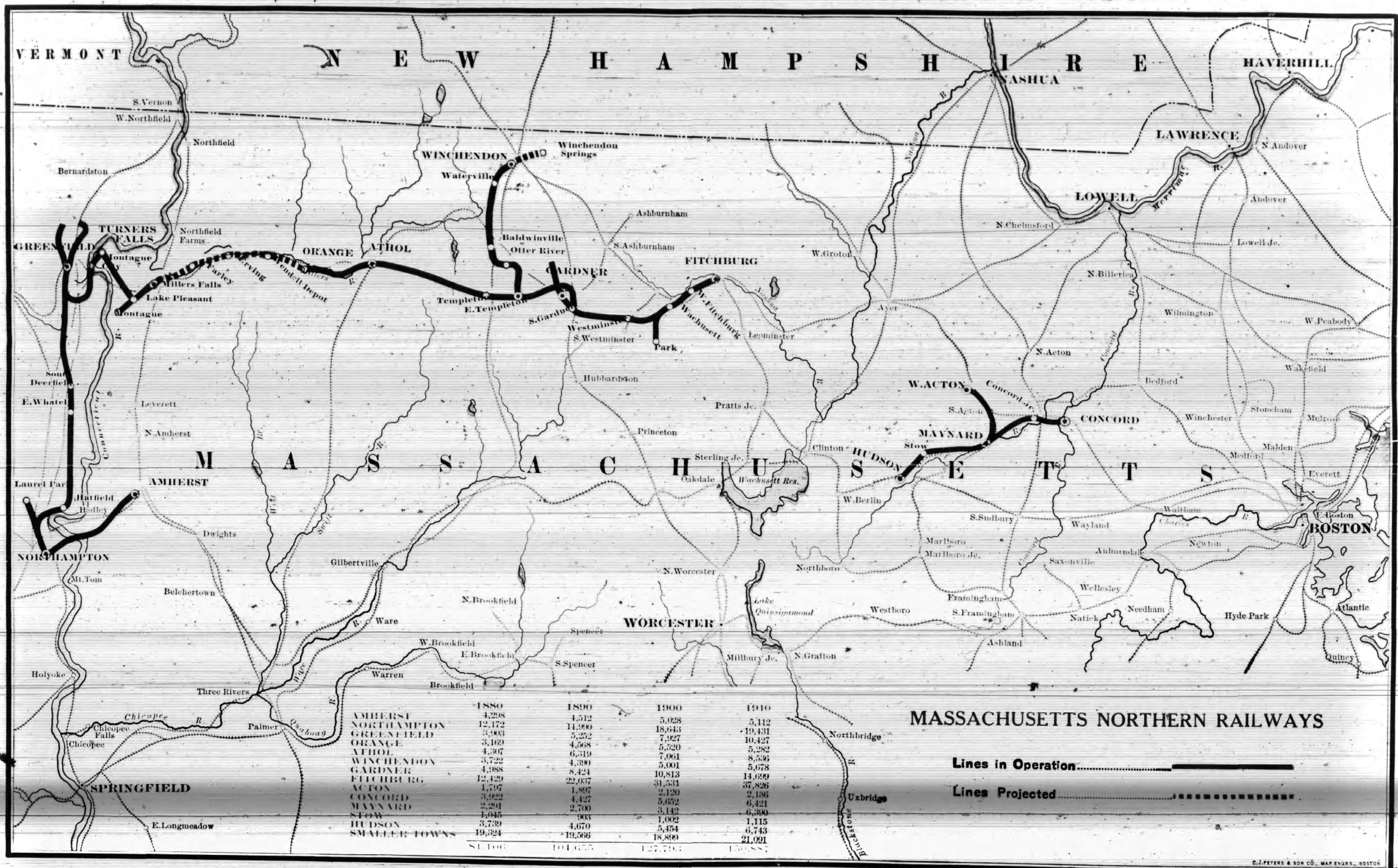
A large assortment of IMPORTED and DOMESTIC GOODS

Make us a call and look them over

5 AND 9 AMES STREET

GREENFIELD, MASS.

MASSACHUSETTS NORTHERN RAILWAYS



A Great System of Street Railways

Through the Connecticut Valley and to the East

This Expanding System of Street Railways Traverses the Most Picturesque Region of the State and Links together a Chain of Prosperous, Developing Towns and Cities.

Its Interests are Those of the Region it serves. A Region of Developing Resources and a Transportation Company Devoted to Their Development.

The properties of the Massachusetts Northern Railways are Local Street Railways, having Locality Interests as their first reason, now being brought to a Continuous Railway with a Design to make them as well Trunk Lines of Communication.

Lines in Red Showing Street Railway Properties in which Massachusetts Northern Railways is a Stockholder

Gross Earnings of these 5 Properties for year ending June 30, 1912	\$474,227.30
Operating Expenses of same for year ending June 30, 1912	320,571.36
Taxes, year ending June 30, 1912	17,667.23
Net Earnings of same for year ending June 30, 1912, after Taxes	135,988.71
Charges for interest and Preferred Dividends on these 5 Companies' bonds, notes and preferred stock	74,280.14
Net, applicable to common dividends on these 5 companies' stock, depreciation, and profit and loss	61,708.57
Miles of track in operation	110.146
Miles of sidings and switches in operation	4.110
	114.256
Total passenger cars	109
Total other cars	16
Total snow plows	11
Car miles revenue during year	1,788,117
Number of passengers carried paying revenue	8,618,367
Number of persons employed June 30, 1912	428

Consolidated Balance Sheet of Five Railways, June 30, 1912

ASSETS	
Cost of roadway and track construction	\$1,536,345.76
Cost of equipment	471,897.46
Cost of land, buildings and machinery	386,677.02
Cost of other permanent property	566,864.73
	\$2,961,784.97
Cash and current assets	120,645.45
Material and supplies	57,929.63
Miscellaneous assets	38,682.40
Suspense to be offset against equal amount of notes and bills payable	132,753.86
	\$3,311,796.31
LIABILITIES	
Capital stock	\$1,189,500.00
Funded debt	1,055,000.00
Notes and bills payable	899,134.98
Accounts payable	115,503.45
Accrued taxes, interest and wages not due	52,630.50
Profit and loss account surplus	90,027.38
	\$3,311,796.31

Central Offices: Greenfield, Mass.

TRUSTEES

PRESIDENT GENERAL E. E. PIERCE
Brigadier General, M. V. M., commanding 2d Regiment;
Postmaster of Greenfield

TREASURER D. P. ABERGROMBIE, JR.

Also Treasurer of all the subsidiary companies
RUSSELL G. FESSENDEN of Boston
President of the American Trust Company
RICHARD M. SALTONSTALL of Boston
Of the Firm of Gaston, Snow & Saltontall, Lawyers
ROBERT L. WARNER of Boston
Of the Firm of Warner, Tucker & Co., Bankers
JOSEPH W. STEVENS of Greenfield
President of the First National Bank
EDWARD C. CROSBY of Brattleboro, Vt.

A Region of Beauty and Promise

An Almost Undiscovered Country of Charm

The Connecticut Valley and the Hills that Border it are Full of Interest to the Tourist and Attractive to the Country Home-Seeker.

Its Water Powers are just Beginning to be Realized and Made to Serve. It is a Country of Historic Past, Prosperous Present and Assured Future for Homes and for Business.

The Search for Beautiful Country Homes is Now Leading to This Region and with its Pleasing Scenery of Hill and Valley and its Developing Lines of Transportation, the Search Never Fails of Reward.

The Town's Provision for the Welfare of Its People

PROUD OF INSTITUTIONS

Schools, Churches, Parks and Play Grounds

Good government and the advantages already enumerated as belonging to the town would not necessarily produce a model town. The institutions that are part of every well regulated community thrive in Greenfield soil. The schools are good, as they have always been, and under the present management are destined to become the best in the State. The election by the school board last winter of Winthrop P. Abbott, of Proctor, Vt., as superintendent of schools,

The reading room is well supplied with periodicals, and is well patronized by the public. There is little call for the continuance of the Association Library, more popularly known as the Washburn Library, from the fact of Gov. Washburn having contributed liberally to its support. In recent years the patronage has dwindled to a point where many believe it should be merged in some way with the public library. Judge Charles Allen wrote in a letter years ago that "I am not sorry to see occasional mention of a movement to unite the two libraries." This union of the two institutions will doubtless be consummated in time.

Greenfield is not a tremendously old town, the incorporation dating from 1753, the 175th anniversary of which was fittingly observed in June, 1903, by a public celebration, for which ample preparation had been made by a committee of

been put forth for the furtherance of the public interest in Greenfield. The owner was anxious to have the town enjoy the advantages that pertain to having a shady grove, almost in the heart of the village and easily reached, a part of the public domain. Streets were laid out, many of the trees cut and houses built on what was clearly designed by Nature for a breathing place and recreation ground for Greenfield.

Shattuck Park was acquired for public use through the efforts of the once active but now defunct Civic League, which enjoyed a brief time of prosperity and then fell by the wayside, but not until it had accomplished a useful purpose. This park, comprising several acres of level ground, part of which is finely timbered, is a popular resort in warm weather of those living in its vicinity. Considerable work has been done in opening roads, clearing underbrush and erecting public conveniences and placing swings and seats for the accommodation of the many visitors. The entrance from Federal street is handsomely laid out. It was on Shattuck Park, while it was still under private ownership, that the ball field was for a long time. The sale to the town placed it under the control of the park commissioners, who removed the fence and thereby took away the chance to charge admission to games.

Rocky Mountain Park was acquired on the instalment plan, as it was found to be impossible to pass a vote in town meeting for the purchase of the entire tract at one time. Private individuals realized the value to the public of the town getting possession of the whole tract and either gave outright their holdings or sold at a nominal price. The town owns Rocky mountain from the southern boundary of Dr. Russell's property to the north of Poet's Seat, to the southern extremity of the ridge known as Sachem's Head. This includes the beautiful Temple Woods, allusion to which has been made previously in this article. The potential value of this tract, as it relates to the future of Greenfield, is immense. Already popular, the Rocky Mountain Park is destined to play an important part in the Greenfield of the future, when it shall be necessary to cast off the town form of government and become a city.

The wisdom of the town taking possession of Rocky mountain is already manifest and the future will hold in grateful remembrance those citizens, not forgetting the women who saved the Temple Woods, who gave freely of their time and strength to the promotion of a great public good. Several years ago a carriage road was constructed round the mountain from Highland Park to the road over the mountain to Montague City. The erection the past summer of a fine stone tower, after designs by Jerome Ripley Allen, of New York, near Poet's Seat, is an added attraction to an already popular resort. From the top of the tower a fine view of the country for many miles round can be had. Greenfield has, all told, 500 acres set apart for park purposes. The Common, in the very center of the business part of the village, is a small triangular piece of ground which is included in the park system, but is hardly large enough to provide much besides a setting for the Soldiers' Monument. Northerly from the park is the estate of Dr. John Russell, of New York, who has built a summer home on the eastern slope of the mountain overlooking the Connecticut river and the beautiful valley.

Electric Light and Power Co.

The Greenfield Electric Light and Power Company was established in December, 1886. The beginnings were small, the capitalization being \$15,000, and in 1888 there were but seventy-six customers. It was in 1906 that the real development of the company took place. Joseph W. Stevens was elected president and George W. Lawrence superintendent and treasurer. The capitalization at that time was \$35,000 and there were 407 customers. The entire system was rebuilt and placed on a footing of efficiency. The present capitalization is \$500,000 and there are over 1,800 customers. In 1905 the gross business of the company was \$42,000, and is now \$175,000. The company is closely affiliated with the Turners Falls Company, which is now engaged in extensive developments which will result in very large increase of power. The Greenfield company has a water power plant at Gardner Falls and a steam plant in Greenfield which is considered one of the best in the State for a town of the size of this. The capacity of the plant at Gardner Falls is more than twice that of the Turners Falls plant.

crowded centers. The rates for electric lighting are necessarily higher than for power, as the lights are idle so much of the time.

So far as is known the power rates in Greenfield are not equalled in New England. This is an important factor in the industrial development of Greenfield. The system in use is the most modern known for a combination of lighting and power production. The system is the three phase, three wire, 60 cycles alternate current distributing line. The voltage is 2,300, while that for house lighting is 110. The power voltages range from 220 to 550, according to the size of the plants. On large installations it is common to use 2,300 volt meters, thereby saving loss in the transformation of a voltage of 2,300 down to secondary voltages. Greenfield has several such installations and practically every manufacturing company in Greenfield is supplied with power. A larger number of manufacturers taking power means a reduction in price.

Manufacturers are taking the ground that it is for their interest to put all their money into machinery for making their particular line of goods rather than have a lot of money tied up in a power plant. They find it more economical and that they make more money. It is predicted that in the future there will be one big central plant for producing power, with distributing centers.

The sale of electricity for cooking has not been pushed so far in electrical development on account of its high cost. The Greenfield Electric Light and Power Company will place ranges on the market next year at extremely low prices and low cost of operating. It is claimed that with the new ranges at four cents per kilowatt hour the cost will be about the same as gas at \$1 per 1,000 cubic feet. The highest price charged in Greenfield for this service will not exceed three and one-half cents per kilowatt hour and the average will be about three cents per kilowatt hour. Another improvement coming very fast is the Edison Mazda lamp, which is superior to anything known, producing three times more light than the former carbon lamps.

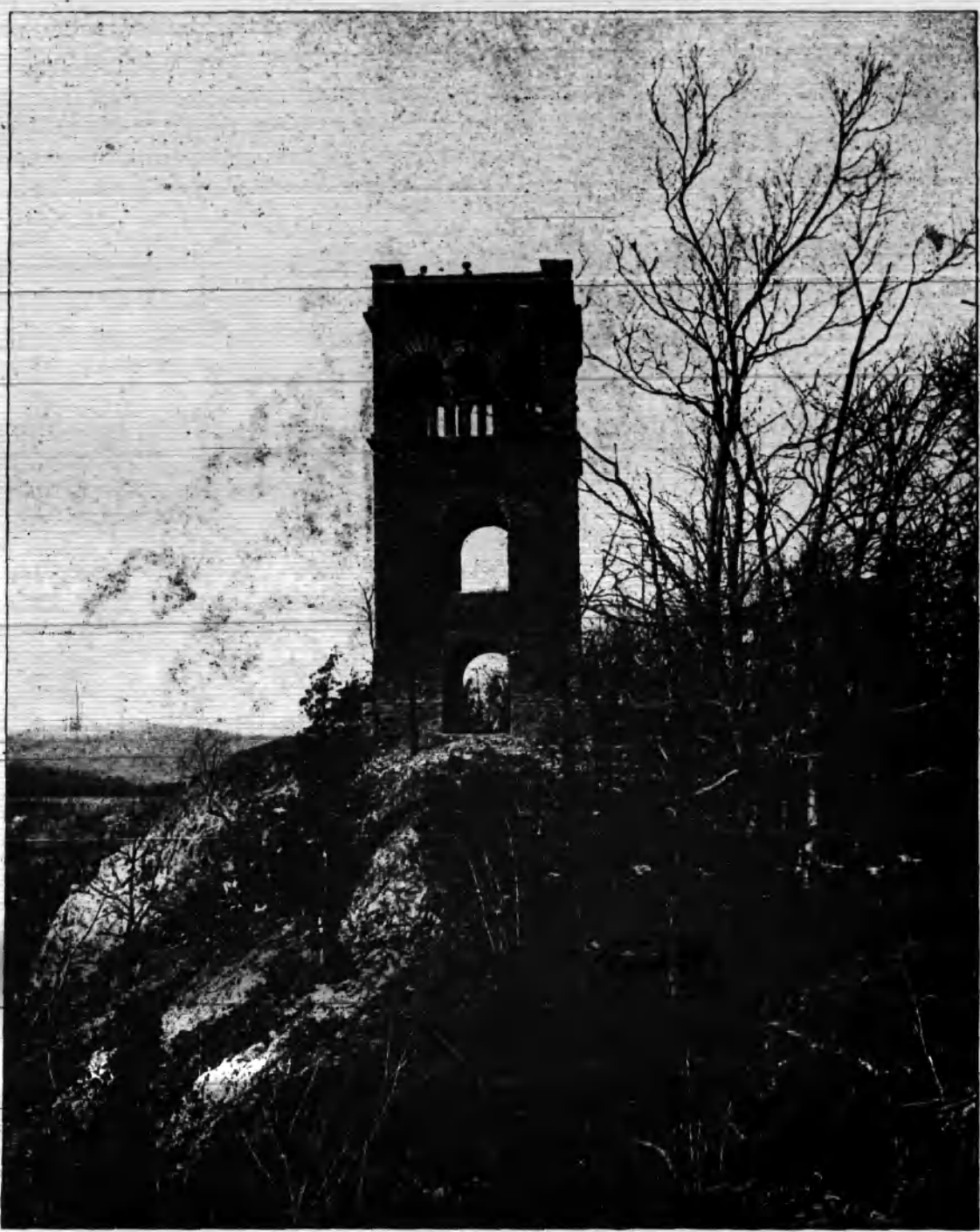
The reduction in price announced by the company a short time ago is now effective and amounts to about 25 per cent. of former rates. This offer is to induce people to come in, to make the use of electricity for domestic purposes common and make it possible thereby to quote low rates. One thing done in Greenfield by the Electric Light and Power Company is the introduction on a considerable scale of the lighting of store windows every night. For this a special contract is made and the result is that the town looks attractive in the night time. The rates for this form of lighting are lower than those offered by any company in the State. The president of the company, Joseph W. Stevens, and the vice-president, Philip Cabot of Boston, have taken the attitude that the company should earn money enough to secure investors and that if 6 per cent. is allowed the rest should go back to the people. The superintendent and treasurer, George W. Lawrence, is an expert electrician and a very capable man to whom in no small degree is due the prosperity of the company.

E. B. Blake

Eugene B. Blake, proprietor of the "Pioneer Coal Yard," is the senior coal dealer of Greenfield in point of age and length of time in the business. His was the first elevator for handling coal to be built in Greenfield. It was twenty years ago last April that Mr. Blake began business after buying out A. N. Hull, who was in business at the first yard to be established in town. Previous to engaging in the coal business Mr. Blake had been station agent at Greenfield and in that capacity gained a knowledge of railways and railway business. A few years ago Mr. Blake built a block on Main street near the "Arch," where he has his office, with scales for weighing in front. He carries the best coal to be bought and his constant aim is to give his patrons a square deal. By courteous treatment of customers and upright dealing he has built up a large business.

Joel M. Stearns

Joel M. Stearns, at 18 Bank Row, carries a large and complete stock of hardware, agricultural implements, farm machinery, and has recently added a line of builders' hardware. He is now prepared to furnish the smallest articles of hardware or to figure on hardware for the largest building. It has become an axiom that "When you can't find it elsewhere you can find it at Stearns." He has a large line



New Tower on Poet's Seat

after five years' experience in a similar capacity in the Proctor district comprising four towns, and eleven years as principal of the Proctor high school, was a most fortunate ending to a most unfortunate state of affairs in the schools of Greenfield. Mr. Abbott has taken hold of school affairs at the right end. He is studying conditions and proceeding with sagacious caution before making any radical changes, even if such, as it is not probable, were to be made eventually. The only new departure so far has been the appointment of a supervisor of penmanship whose dominion extends over the grades and high school. It is to be devoutly hoped, and is most earnestly believed, that scholars graduating from the Greenfield high school or grammar school will be skillful enough with the pen to write legibly; that fads and frills in penmanship will be cut out and the good results achieved years ago in the old-fashioned way of teaching writing become once more apparent, to the end that business men may no longer have any show in reason for saying that graduates of our high schools cannot write legibly. Mr. Abbott is holding conferences with the teachers under him, in the grades and high school, and with principals, for the purpose of increasing the efficiency of the schools.

A total enrollment of about 1,880 pupils is about the limit of the school buildings and has made it necessary to open two additional rooms in the new Federal street school for the seventh grade, and one for the second and third grades in the Chapman street building. The high school starts the school year under the most favorable auspices with Harry G. Bonney as principal, and an enrollment of 265 pupils. Mr. Bonney, who succeeds the veteran principal, William H. Whiting, who remains as vice-principal and teacher of the classics, has proved a most fortunate choice by the school board. He graduated from Colby College, Maine, and came to Greenfield from Barre, where he was principal of the high school. The newer ideas in education, vocational training, or whatever they may be called, are being worked out with excellent results in the schools. Domestic science for girls, training of the hand for boys, go along with the mental discipline.

The mind of the oldest inhabitant of Greenfield runneth not back to the time when there was not a public library of some sort in town. In the village and in the meadows there were libraries in the early part of the preceding century. It was in 1880 that the present public library was established by vote of the town at the annual March meeting. A. K. Warner, F. G. Fessenden and G. D. Williams were the committee to report by-laws and rules for the management of the library; to report at an adjourned meeting, and they were further empowered to "consult with the Greenfield Library Association to see if any arrangements can be made by which the town can gain possession of the property of the said association," although it is reasonable to expect that in the not remote future an agreement can be reached by which the two libraries can be united. The public library was voted the use of the West store under Washington Hall at the adjourned meeting. The library remained in the Town Hall, occupying the eastern portion of the first floor, until its removal to the present quarters in the fine old Colonial house on Main street, popularly known as the Hovey house, but built late in the eighteenth century for Judge Leavitt by Ascher Benjamin, an early American architect, whose influence was widely felt at the time he lived.

It was found, when the workmen began alterations on the house to put it in shape for library purposes, that a thorough job of restoration was necessary before the building could be made safe. The wings had to be rebuilt entirely and many new timbers inserted in the main building. There are now over 25,000 volumes in the library.

citizens. But the town is old enough to have made some history, and its record in the past has been gathered up in two volumes by Judge Francis M. Thompson and published in 1904. These volumes are the result of many years of careful preparation by the author and constitute his *magnum opus* in historical investigation. Originally, a part of Deerfield, Greenfield's history in the earlier period was, of course, overshadowed by that of the mother town.

The Historical Society of Greenfield, which was organized in the summer of 1907 through the vigilant efforts of Mrs. Mary P. Wells Smith, now its president, has prospered probably beyond the most sanguine expectations of its founders in gathering up for preservation much of value that would otherwise be lost. Its collections have already far outgrown the rooms occupied by the society in the Gazette building, and a large number of things have been stored outside against the time when the society will have a new home of its own. With ample room to display what it has. Through the winter months meetings are held, usually once a month, at which historical papers, in the main relating to Greenfield men or events of the past, are presented. These are collected, and before many years there will be material sufficient for the publication of a volume of proceedings. The late Edward Benton willed the greater part of his property to the society, thereby making it possible some time to acquire a suitable building of its own. The present quarters occupied by the society are far too small and were almost outgrown before the arrival of the valuable collections from the estate of Mr. Benton.

Places for Recreation

The survey of Greenfield that omits consideration and honorable mention of the Woman's Club, organized two years ago, would be sadly incomplete, for this club, before it was formally organized, performed a feat in raising a considerable sum of money for the purchase of the Temple Woods, so called, on the eastern slope of Rocky mountain, that entitles it to public recognition. The women did what the men could not, for they got the money for the preservation of the woods after the woodman's axe had got busy in felling the trees and a portable mill was sawing out the logs. Thus the woods were preserved to the public use and the dreaded devastation by the lumbermen averted. Mrs. Mary P. Wells Smith is president of the Woman's Club, which is organized into sections for the more efficient carrying on of the work.

For many years, while the town was growing, scant attention was paid to providing places for recreation for the inhabitants who wanted to get out into the open air and enjoy, within easy walking distance, the pleasures of Nature, amidst rustic surroundings. When land was cheap and to be had on easy terms for park purposes, public sentiment had not reached a point where the desirability and need of public play grounds and breathing spots for those confined closely at home were apparent. But, as Greenfield grew, the desirability of parks for the public good led to the acquisition of tracts of land; first Highland Park, lying at the base of Rocky mountain, toward the southern extremity.

This was good so far as it went, but its benefits were widely distributed on account of the place being too remote for the convenience of most of the citizens. But the idea that parks were good for the public, that they were a valuable asset, had taken hold of the minds of the people, and, seeing the advantages of the Highland Park to that section of the town, an effort was made to buy of John D. Pierce the beautiful wooded tract known as Pierce Grove. There was an ideal place for a park; a determined effort was made to acquire it for the public, but a false impression, or misapprehension arose or was created, that the sale of the grove meant a lining of the pockets of a local real estate dealer, defeated a project that was as meritorious as any that has

Company makes it possible to handle the large volume of business which has come. The Greenfield plant is equipped for more than the amount of current that is now demanded.

Realizing that the people demand efficiency from the public service corporations, the Greenfield Electric Light and Power Company has made provision to meet this demand by purchasing automobiles and trucks which assist materially in maintenance of the business. Besides Greenfield the company supplies Bernardston, Northfield, Deerfield, East Deerfield, South Deerfield, Colrain, Shelburne Falls and Buckland with light and power. Rates have been reduced twice and the present rates charged by the company for light and power are lower than those of any other taxable company in the Commonwealth. It is a fact not taken into consideration by many people that in large cities where the population is dense more customers for light and power are found in a single city block than it is possible to secure in a large area of sparsely settled country district, the overhead charges being necessarily high as compared with the



The Public Library

of horse blankets and barn and stable equipments. He sells the celebrated Nazareth Portland cement, the best in the market, and is agent for the equally celebrated Harrison paints, which are largely used by the United States navy. His store is the headquarters in this section for field and garden seeds. He also handles large quantities of tiles. Upon leaving the high school, in 1895, Mr. Stearns entered the employ of S. Allen's Sons, and in seventeen years, eight of which were spent on the road as a traveling salesman, has gained a wide experience in the hardware business.

The liberal policy, up-to-date methods and a fixed purpose to give the customer a square deal, coupled with hard work and diligent application, adopted by Mr. Stearns, have borne fruit in a constantly expanding business. His operations are not confined to Franklin county, as his trade extends over the neighboring counties of this State and in Vermont and New Hampshire. Over this territory Mr. Stearns has a wide acquaintance. It is the policy of the house to employ only clean and competent help.



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The Town's Churches

The churches of Greenfield and their ministers are, as they have been for a long time, looked up to as leaders of their respective denominations in the county. The oldest religious society in town is the First Congregational Church at Nash's Mills. This First Church was organized in the early days of the town, after the separation from Deerfield, and was on "Trap Plain," now known as Long's Corners,

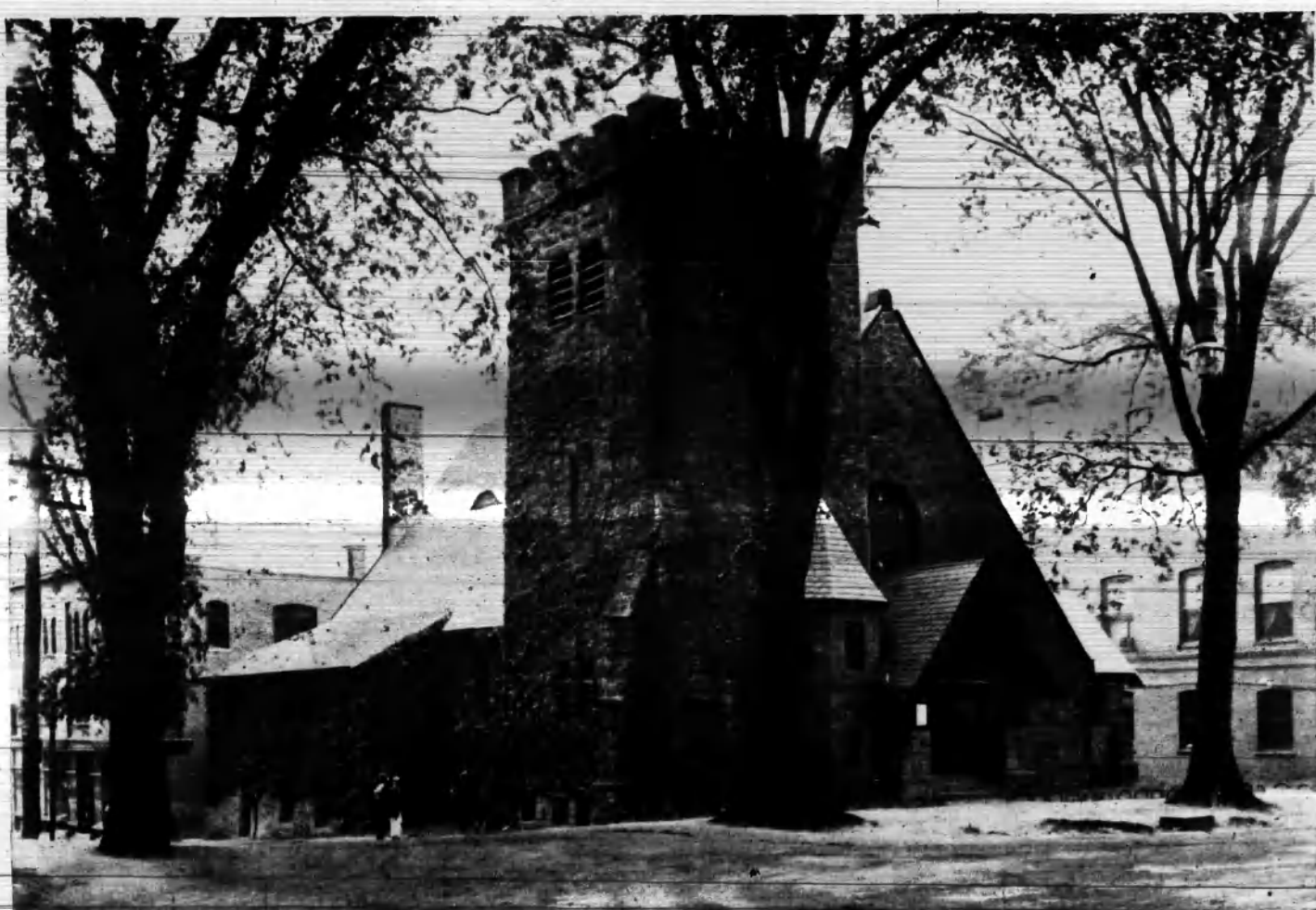
parish, once divided, is now happily reunited and harmonious under the leadership of Mr. Brace.

The First Methodist Episcopal Church, Rev. C. Oscar Ford, pastor, started in November, 1831, when a "class" was formed with Calvin Newton as leader. In 1834 a church was built on Main street where W. W. Davenport's house now stands. The society passed through various vicissitudes before getting firmly established. Financial difficulties overtook the parish in 1846, when the property was sold to Wendell T. Davis and was removed to the site

Third Congregational Society of Greenfield was organized. Meetings were held in the old court house now the Gazette building. The young society had its ups and downs and in its low condition was ministered to by young men who later became Unitarian leaders—Edward Everett Hale, Theodore Parker, James Freeman Clarke. The first meeting house, dedicated August 15, 1837, was in use until its removal to the rear of the present church, where it has been successively used for an armory by Co. L, and, after extensive changes, for the home of the Young Men's Club.

The Christian Scientists, of whom there are a considerable number in town, hold regular services in the hall of the Association Library building on Franklin street. Formerly meetings were held at the Elm House on Main street. The Greenfield Progressive Spiritualist Society holds meetings through the fall and winter months in some hall in the village.

By far the largest parish in town is Holy Trinity, the handsome church being on Main street. Rev. M. J. Carroll, the pastor in charge, has been with the church since April,



All Souls—Unitarian Church

the spot being commemorated by an inscription on the stone watering trough at that place. Rev. C. H. Watson, of the First Church, is in direct ministerial descent from Rev. Edward Billing, the first minister of Greenfield. In the olden time Church and State were one and men outside the existing ecclesiastical organization were denied many civil rights which are now common to all citizens.

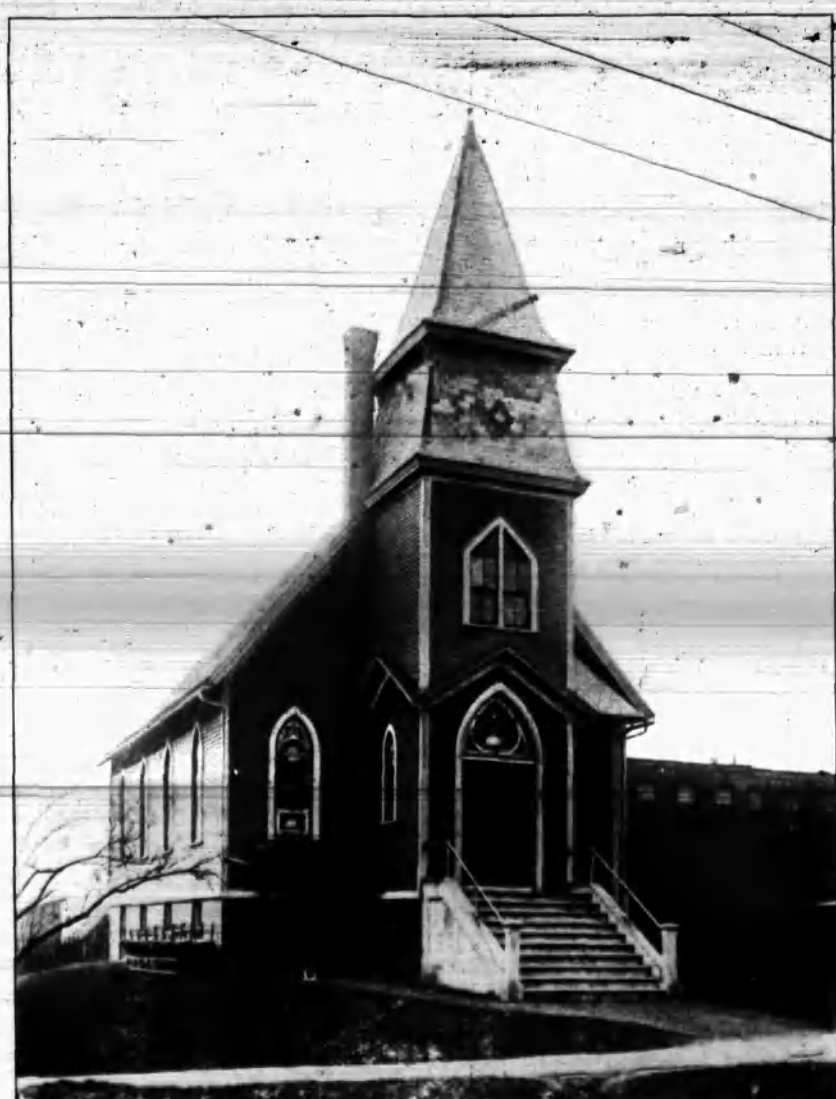
The first church building erected in town at Long's Corners was a very plain barn-like structure, decidedly Quaker-like in its aspect. There it stood until the ravages of time and the growth of population in the village led to a strong demand for a church better situated for the convenience of those living in the village. There was a long drawn out, and at times acrimonious, controversy over the location of the proposed church, but neither side gained any decided advantage until the villagers withdrew and set up an organization of their own.

But this was not until after the formation of St. James' Episcopal Church, September 24, 1812. This centennial anniversary was fittingly observed in the last week of September. St. James' Church started with five members, but by 1833 142 persons had filed certificates with the town clerk that they were members of the Episcopal parish and not liable for taxation for the support of any other religious society. St. James' was fortunate in its first rector, Rev. Dr. Titus Strong, a man whose character was indicated by his surname. St. James' was his only parish and in it he labored faithfully for over forty years, beloved by all. The corner stone of St. James' Church was laid May 6, 1847, by Bishop Eastburn. It is built of native stone and in style is modeled after an English parish church. Rev. John B. Whiteman is the present rector.

The Second Congregational Church, Rev. Charles W. Merriam, minister, was incorporated December 5, 1816, most of the forty-eight members withdrawing from the First Church by reason of their desire to have a church nearer their homes. The first meeting house was a brick structure on the site of the present stone church and was dedicated in November 1819. The present building was designed by Richardson, of Boston, a noted American architect of his time.

The First Baptist Church of Greenfield, of which Rev. Leon J. Brace is pastor, is worshipping in St. James' parish house pending the completion of the new church, the corner stone of which was laid Sunday, the 22nd of September. The building is going up on about the spot recommended by a committee of men out of town, chosen many years ago to select a location for a church when the dispute in the First Church was in an acute stage. This is at the corner of Leonard and Federal streets. The Baptist Society sold its house of worship on Main street last year with a view to building a church in a place more accessible to its members. The Pierce Street Baptist Church, built a number of years ago, has been sold to the Hermann Sons Society, and the

of the present Sheldon block and was part of the old wooden block in which was Kellogg's grocery store. That same year the Methodists bought of St. James' Episcopal Society the wooden church building of the latter and moved it to the site of the present edifice on Church street. The old building, proving inadequate, was sold and moved to Wells street, where it was turned into a house. The present edifice of the First Methodist Episcopal Church was dedicated in April,



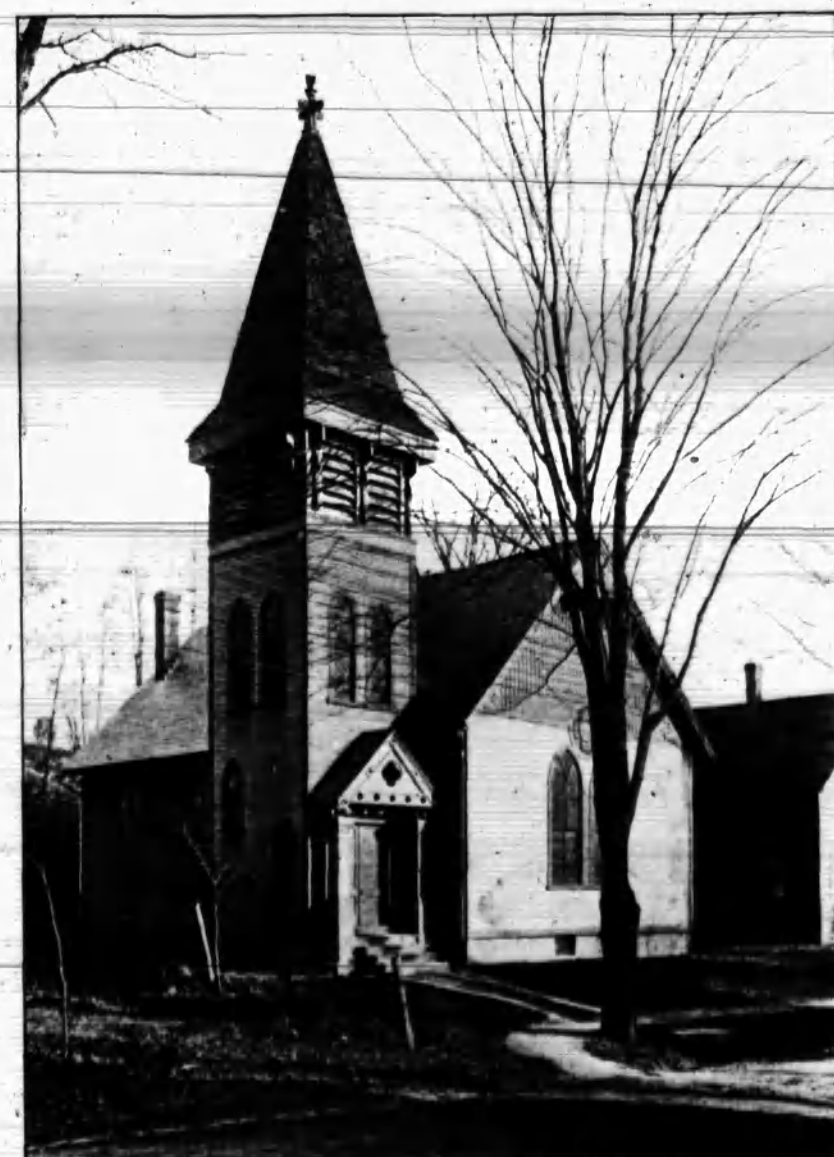
German Lutheran Church

1885. Since then numerous alterations have been made and social rooms in the basement fixed up.

All Souls Unitarian Church, or the Third Congregational Society, Rev. Samuel R. Maxwell, minister, has represented for many years those of liberal religious faith in town. When the split came in the Congregational body in the first quarter of the nineteenth century, many churches of the denomination became liberal in faith and not infrequently the liberal element was numerically strong enough to control the organization and retain the church property. This was not the case in Greenfield, although it was in Deerfield, where the minister of the First Church, Dr. Willard, was a leader of his denomination. It was June 13, 1825, that the

The name of Rev. Dr. John F. Moors, for a long time minister of the Unitarian Church, is indissolubly linked with the history of the parish, the town, and, in fact, the Connecticut Valley.

Of the two German churches in town, the older, the German Methodist Episcopal, dates from February, 1872, when the presiding elder of the Philadelphia district, Rev. C. Reuss, preached here and later established a church as he did also at Turners Falls and Shelburne Falls. The first home of the church was the old building formerly used as an office building by the Green River Cutlery Works. Previous to the fitting up of this building meetings had been held in different halls. Later the present church building of the Society on Hope street was erected. Rev. John D. Pape is the pastor and has charge of the church of the denomination at Turners Falls. The German Lutheran



German Methodist Church

Church, Rev. W. E. Rommell, pastor, is also on Hope street and was erected in 1882. Several years later the house of worship was repaired and enlarged by the addition of a brick basement.

St. James—Episcopal Church

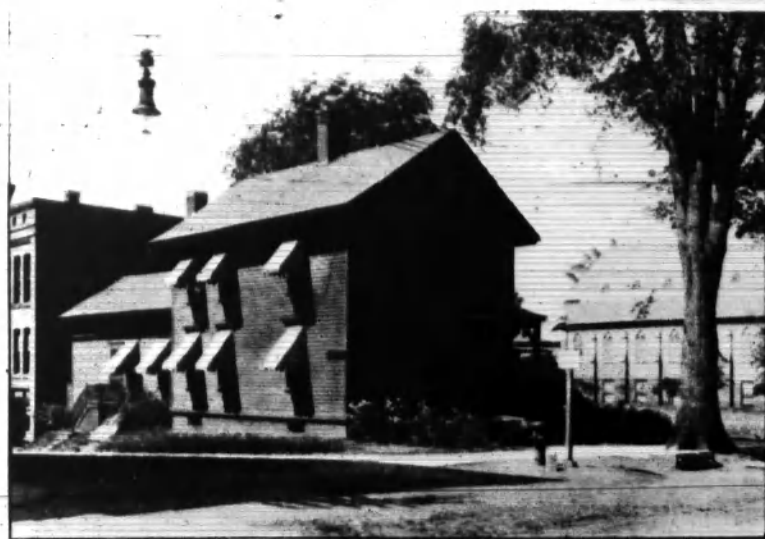
1900. He succeeded Rev. M. E. Purcell, who was appointed pastor in 1884, after serving as curate four years. Like Father Purcell, Father Carroll is an able administrator, looking carefully after the spiritual interests of the parish and as well wisely directing the business interests of the parish. Mass was first said by priests from other towns, who occasionally visited Greenfield to look after the then comparatively few Catholics in town. Services were first held in a house on School street and later in the town hall. It was not until 1898 that Rev. H. L. Robinson came from Boston to Greenfield as resident pastor and started preparations for building the church, a gothic structure of wood with a brick substructure. The church is very attractive in design and is kept in the best of repair, and the past summer the grounds in front were beautified. Rev. J. B. Farrell is the present curate of Holy Trinity. The parish has recently grown so large that it was found expedient by Bishop Beavan to have the Polish members attend services at Turners Falls, where there is a church of that nationality. The societies and organizations in Holy Trinity parish for carrying on charitable work are efficient and helpful.

The colored church on Davis street, Rev. H. C. Davis, pastor, is the latest religious society to be formed in town. It owns a house, the first floor of which is devoted to church work and the second floor is used as the home of the minister.

Since the rise of the institutional church in the cities and larger towns the idea has reached Greenfield and as a result of its finding favor as being adapted, with modifications, to local conditions, the scope of the work carried on by the churches of the town has broadened; new features, some of them, while perfectly harmless in themselves, are of a kind to make our ancestors not many generations back sit up and take notice, have been introduced. The broadening of the scope of the work done by the churches has led to the formation of numerous societies for extending the interests and usefulness of the church. When Rev. Dr. G. Glenn Atkins, of Providence, was pastor of the Second Congregational Church, he was instrumental in forming a men's club and favored a parish house. He left town without seeing the fruition of his hopes, but time has brought his parish around to his way of thinking. The recently completed parish house, containing much needed rooms for church work, and social and recreation rooms, is to be dedicated this month. Plans have been matured for putting the new building to immediate use along new lines, due attention being given to the social side of church work. In the new building is a good sized hall and stage.

St. James' Church has a finely equipped set of buildings adjacent to the church for social and religious work. The gymnasium, bowling alley and pool tables provide recreation for those inclined to indoor sport. The Franklin Club,

(Continued on page 15)



GENERAL OFFICE, GREENFIELD, MASS.

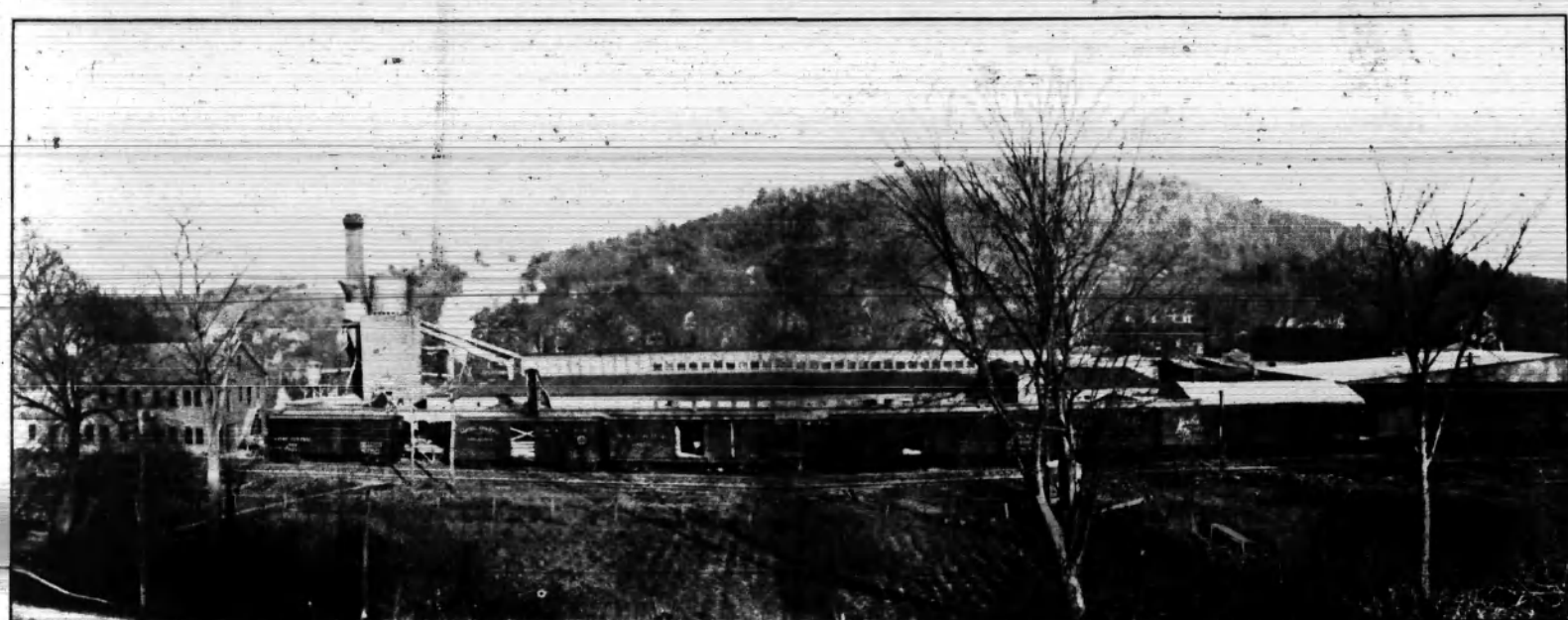


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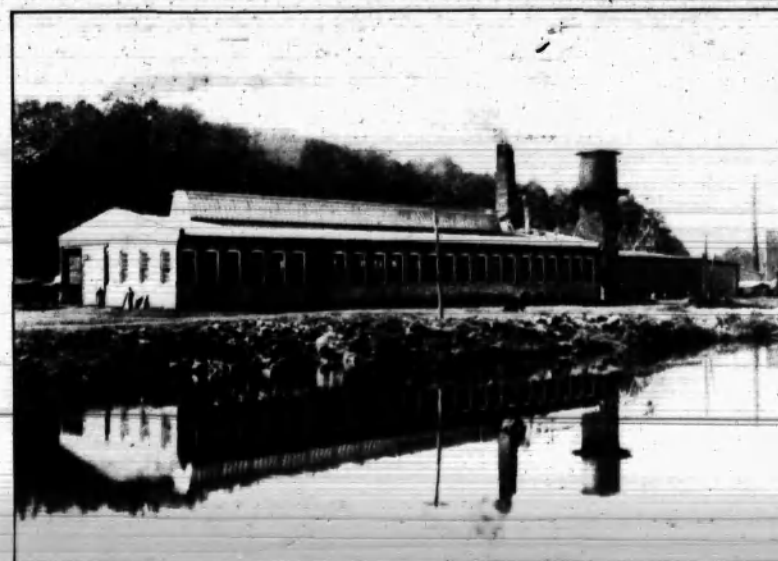


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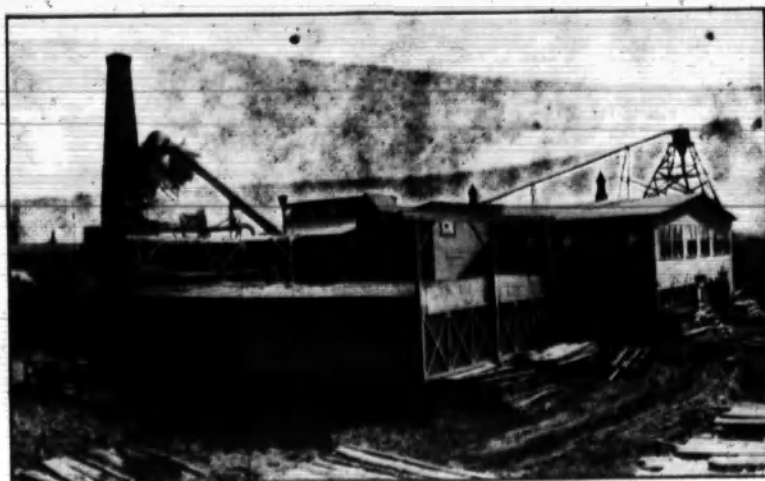
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GREENFIELD, MASS.

Greenfield Tap and Die Co.

In the manufacture of taps and dies Greenfield leads the world. Here the industry as it is now carried on had its start and here are located the largest factories for the production of this line of goods in the world. Within the present year there has been incorporated the Greenfield Tap and Die Corporation, a holding company which controls the Wiley & Russell Manufacturing Company, Wells Brothers Company and the latest to be acquired, the A. J. Smart Manufacturing Company. Each of the three constituent companies retains its name and continues in business at the old plants. The control of the three companies gives the Greenfield Tap and Die Corporation the direction of a very large output and will tend to strengthen Greenfield's proud distinction of being the center of the tap and die industry of the world. The Greenfield Tap and Die Corporation is capitalized at \$1,000,000.6 per cent. cumulative preferred stock and \$1,000,000 common stock. The officers are: President, Frank O. Wells; vice-president, William M.

At the outset the young company was brought into competition with the old style jamb dies, which could be produced more cheaply than the adjustable dies of the Wiley & Russell Company, but were inferior. The infant industry struggled successfully with the problems which confront new enterprises and added new lines to their product, the new lines including tools for general mechanical use and machinery for manufacturers. Wiley & Russell still retain the trade name, "Lightning," which was applied to the earliest goods turned out by the company. The other trade name is "Green River," which was, of course, suggested by the river on which the factory is located. These trade names are synonyms the world over for high quality and fine workmanship. The output of the company includes the "Lightning" and "Green River" screw plates, machine relieved taps, screw cutting dies, reamers, bolt cutters, and numerous other tools. The officers of the corporation are: President, Frank O. Wells; treasurer, Frederick H. Payne; directors, Frank O. Wells, Frederick H. Payne and William M. Pratt. About 250 hands, most of them skilled mechanics, are

of the men employed, numbering about 325. The trade name, "Little Giant," which was adopted by the company, is one familiar to the users of taps and dies the world over. In material and workmanship the product of Wells Brothers Company have always taken high rank. The plant occupies 110,000 square feet, and in it the men work under the most favorable conditions. The late Franklin E. Snow became associated with Wells Brothers in 1880, and, at the incorporation of the firm in 1901, was chosen treasurer, holding the position until his retirement a few years ago. Of the Wells Brothers, Frederick E. Wells retired years ago to engage in a new enterprise with his son. The officers of Wells Brothers Company are: Frank O. Wells, president; William M. Pratt, vice-president; Frederick H. Payne, treasurer; Joseph W. Stevens, Arthur C. Dutton, J. Henry Drury and William J. Carlin.

The third constituent member of the Greenfield Tap and

At the time of the sale of the company to the Greenfield Tap and Die Company Albert J. Smart retired. Rollin S. Bascom remains, as do the sons of Mr. Smart, who have been associated with him since the first start in the old bakery on Chapman street. The officers are Frank O. Wells, president; Rollin S. Bascom, vice-president; Frederick H. Payne, treasurer; the above and William M. Pratt and Joseph W. Stevens, directors.

Green Furniture Co.

The Green Furniture and Undertaking Company, Chapman street—J. C. Munyan, treasurer—carry everything for furnishing the house throughout. They have large assortments of well selected stock in numerous lines. The firm has the exclusive sale of Glenwood ranges and the



The Old Mansion House

Pratt; treasurer, Frederick H. Payne; directors, the above named and Joseph W. Stevens, Arthur C. Dutton, of Springfield, J. Henry Drury, of Athol, and William J. Carlin, of Boston.

The Wiley & Russell Manufacturing Company, the oldest concern making taps and dies and screw cutting machinery in town, grew out of the partnership of Wiley, Russell and Grant, the pioneers in the manufacture of screw plates and bolt cutters. Incorporated in 1874, Wiley & Russell started in business at the old steam mill on Hope street, where the factory of B. B. Noyes & Company stands. Needing better facilities for carrying on business, the new company moved to the plant on Green river that had been built by the John Russell Cutlery Company, a concern which moved to Turners Falls when the water power there was developed. This plant was purchased in 1881, and in 1887 was commenced the work of reconstructing the factory, a work which lasted for years. Many changes and additions to the original plant have been made since 1887, the most recent having been started the past summer.

employed. The management has given special attention to providing good working conditions for the operatives.

The Wells Brothers Company, now the largest single producer of goods in its line in the world, like the Wiley & Russell Company, started on Hope street in the old steam mill. This was in 1876. Elisha Wells, the father of Frederick E. and Frank O. Wells, had been engaged in manufacturing all his life, and began making taps and dies with his two sons. The growth of the business made it necessary to remove to the factory on Green river now occupied by the Greenfield Machine Company. By 1880 these quarters had become too small and land was purchased on Sanderson street for the erection of factory buildings along what was then new and novel lines. The type adopted was the one-story roof lighted factory which has become quite common. This style of factory construction has been followed in all the numerous additions which have been required to keep pace with the rapidly increasing business. Scrupulous attention to cleanliness throughout the plant is paid and a great deal of care given to providing for the comfort and welfare



The New Sheldon Block

Die Company is the youngest of the three and was incorporated in 1906. Taps and dies and other screw-cutting tools are turned out. Albert J. Smart and Rollin S. Bascom, who had been with the Wiley & Russell Manufacturing Company for many years, organized the new company, which began doing business in November, 1906, in the old bakery on Chapman street, now occupied by the Bickford Machine Company. Here they remained for a year and then removed to the vacant Morey building on Chapman street, which is now occupied by the Langmaid Laundry Company. At that time about half a dozen hands were employed; now there are about fifty on the payrolls of the company which, last year, purchased the shoe factory on Hope street erected by the Cutler, Lyons & Field Shoe Company years ago. This new plant, with some alterations and repairs, is well adapted to the needs of the company. To maintain a high quality of product has ever been the aim of the A. J. Smart Company.

popular Macy bookcases for Greenfield. Upholstering in all its branches and picture framing are given particular attention. Large and well lighted show rooms enable the house to make an attractive display of their large lines of goods. Courteous treatment of customers and prompt service are characteristic of this well known firm. Undertaking calls are answered at all times.

Geo. A. Sheldon

Geo. A. Sheldon, who conducts a most successful business has sold coal since January, 1904, succeeding the then well known firm of R. H. Snow and Co. He has a well equipped and large storage plant on Wells St. and takes pride in selling the people of Greenfield the best coal obtainable.



ESTABLISHED 1872

WILEY & RUSSELL MANUFACTURING COMPANY

GREENFIELD, MASSACHUSETTS, U. S. A.

Manufacturers of The "Lightning" and "Green River" Screw Plates, Machine Relieved Taps, Screw Cutting Dies, Reamers, Bolt Cutters and Other Tools



ESTABLISHED 1876

WELLS BROTHERS COMPANY

GREENFIELD, MASSACHUSETTS, U. S. A.

Little Giant

Manufacturers of Fine Screw Cutting Tools, Taps, Dies, Assortments for Bolt and Pipe, Bolt Cutters, Reamers and Gauges

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Chicago Store, 568 W. Washington Boulevard

New York Store, 107 Lafayette Street
London Store, 149 Queen Victoria Street, E. C.



A. J. SMART MANUFACTURING COMPANY

GREENFIELD, MASSACHUSETTS, U. S. A.

SMART

Taps, Dies and Screw Plates

New York Office, 86 Warren Street



TOWN'S BORDERS

Walks in Every Direction are an Unfailing Delight

One dwelling in the beautiful village of Greenfield may well be content to remain there, but leaving it on foot and with an appreciation of the beauties of nature he will not fail to find pleasure on each road he follows. A former town officer proposed in town meeting the purchase of Rocky mountain for the reason that he, though a resident of the town for some years, had never been to "Poet's Seat." Such appreciation of the town is balanced by the love of the country round about by the many who wander forth on a pleasant holiday or Sunday afternoon with a feeling that while "man made the town, God made the country."

On such a day the "centre of population" is transformed to a ring of people surrounding the village, their hands occupied by such varied things as canes and lunches, baby carriages and bird glasses, and on the return by bouquets, ranging from the pussy-willows of early spring to the Christmas greens of the year's end.

Flying from such a ring on a tangent and following the line of least resistance, our course would parallel the trolley

are piped across the Connecticut to the mills for use in the manufacture of paper. The bluff ahead of us is too steep for any roadway between its base and the stream, and so two bridges from the old town to the new are maintained, one by each town. The southern way leads to a magnificent view of the falls which bear Capt. Turner's name (for it was here he attacked the fishing Indians a hundred years before the Revolution), and the point where we stand is that from which a few years ago a lumber king and his chauffeur leaped in an automobile to death below.

If we cross the northern bridge, the road leads us up a little brook (as roads leading from Greenfield are wont to lead us) until our attention is caught by the glide and flicker of the streamlet slipping across the ribbed ledges on our right. Until the dark hemlocks which served as its foil were recently cut, this dell held great beauty in small compass. A wood road just west of this little water fall leads us to the top of the bluff and to a series of views well worth the slight climb. Down below is the hollow we came through, and across it the farms on the Lamplblack road; to the south lies the cosmopolitan little city of Turners Falls, and on the left the broader expanse of the Connecticut above the upper suspension bridge shines like a lake. The silver lines which separate the three towns of Montague, Gill and Greenfield are here seen from a point of vantage.

Let's go down to "the Falls" by the "Strait's road" and the Stoughton place. That boulder in the front yard was

that will provide more genuine enjoyment than the Coaching Club.

The Franklin County Automobile Association, organized at Greenfield several years ago, has a large membership and discharges, in different manner, some of the functions of the defunct coaching club. That body used to go by trolley to have a dinner at some neighboring hostelry in the winter season when the roads were unsuitable for traveling by coach; the automobile club journeys to the designated scene of festivity in gasoline motor driven cars. The association has been of material assistance in furthering the project for improved roads which are already constructed in some directions and in others are well under way or work about to begin. With the completion of the road over Shelburne and Hoosac mountains, Greenfield will be on the automobile map more than ever, both east and west and north and south lines passing through.

The Greenfield Country Club, incorporated, was first organized in 1896 as the Greenfield Golf Club, the grounds being on Robert Abercrombie's land near Sachem's Head. The grounds proving too small, a larger tract, lying north of Silver street, on the Swamp road, known as Beech Hill, was purchased and a nine-hole course laid out. Two years ago additional land was purchased and a course of eighteen holes laid out, covering about 200 acres. The grounds are broken enough to present sufficient hazards to make the game interesting. In fitting up the grounds for playing a large amount of work has been done, men are kept at work in the summer months and recently a power lawn mower and roller have been bought. The first club house, erected in 1903, was burned to the ground several years ago. The present house was soon after built and is a social center during the golfing season. There is now a membership of about 250, resident and non-resident. For those who do not play golf, tennis courts have been established near the club house. A pleasant feature of the social life of the club are the Saturday afternoon teas, presided over by lady members. The club house is a favorite place for small social functions for members and their friends. The officers of the club for this year are: President, Thomas L. Comstock; treasurer, William N. Washburn; clerk, Clifford W. Root; directors, Thomas L. Comstock, William N. Washburn, Charles H. Keith, Benjamin W. Porter, Charles F. Packard, Clifford W. Root and Franklin Allen.

Years ago it was quite the fashion for small country towns to boast of having the best brass band in the State, thereby exciting the ridicule of the facetiously inclined newspaper paragrapher. Sad to relate the "best bands" in the State, in many instances, have become extinct and live only in memory. In the Greenfield Military Band, Charles M. Bickford director for several years, the people take a just pride and assert with good reason that the band is in the very front rank of similar organizations if it is not the best. The series of outdoor concerts each summer, for which the town assists by an annual appropriation, is heard by large audiences who fully appreciate the fine programs selected by Mr. Bickford. In a town where opportunities for hearing choice music are limited, it is a privilege to listen to the concerts given under the direction of Mr. Bickford, a very capable musician possessing rare qualities of leadership and a most attractive personality. It is hoped that a suggestion recently put forward that arrangements can be made for providing a course of winter concerts by the band can be put into effect.

One of the valuable agencies for educational and social betterment is the Mothers' Club, formed a few years ago to co-operate with and supplement the work of the schools, particularly in the home. The club, of which Mrs. J. C. O'Brien is president, holds meetings once a month during the fall and winter months for the consideration of questions affecting the education and welfare of the child at home and in school. Well-known speakers are engaged to address the meetings, speaking on subjects selected with a view to their helpfulness when presented.

The Teachers' Club, whose membership is made up of those now engaged in teaching and former teachers, has a room on the first floor of the High School building and



In the Greenfield Club

meets once a month for social gatherings or entertainments. Each year a number of well-known and popular lecturers are engaged to speak under the management of the club. Hopkinson Smith, John Kendrick Bangs, Prof. Emerson of Amherst, President Barton of Smith College, are among the well-known men who have filled engagements with the club. Receptions, dances and other social functions are given by the club.

The Greenfield Club, a purely social organization, established in 1891, occupies handsome quarters on the second and third floors of the Franklin County Trust Company's building. The rooms are handsomely appointed throughout and a favorite resort in the evening for the members who seek relaxation and social diversion at the close of the day's busy activities. Enrolled as members are the majority of the business and professional men of the town. For the last few years the young men of the village have come to the front in the management of the affairs of the club.

A New Survey of the Town's Growth

(Continued from page 2)

son, who has held the office of jailer and keeper of the House of Correction since Nathan B. Allen, deputy warden of the State prison at Charlestown, left the position. The property is kept in spick and span shape throughout, in keeping with the old adage about cleanliness being next to a very enviable spiritual state. The work of the prison is done by inmates, both indoors and out. On the farm, of which the jail grounds are a part, and at the barn, the trusted prisoners work out their sentences according to the decrees of the courts. But while, by the terms of the sentences, the prisoners sent to the House of Correction are to labor hard, as a matter of fact the work done in the jail shop, caning chairs is not by any means very exhaustive. The prison officials have been very fortunate in selecting their "trusties" for outdoor work, as the escapes have been very few, and those who have skipped out are generally recaptured. The standing of the jail at Greenfield is attested by the fact that the federal courts send prisoners there.

The new federal building that will, in the course of time, be erected on the corner of Main and Franklin streets, will be a welcome addition to the public buildings of the town. Just when work is to begin on the building is something not vouchsafed to the citizens of the village who are chiefly interested, but it is safe to predict that the post office will be in its present quarters in the Masonic building for a number of years yet.

The military defenses of the town are entrusted to Company L of the Second Regiment of the Volunteer Militia. Happily no disorder arises in Greenfield or any of the towns around that have required the stern hand of the military to suppress them. The militia meets regularly for drill, takes part each summer in the maneuvers in which soldiers of the regular army participate and the company is available for escort duty whenever the occasion arises. The new State armory on Hope street, completed in the spring of 1910, provides for the first time in the history of the company adequate quarters. The building is of the later type of construction by the State and in every respect well adapted to the uses for which it is designed. In the Spanish war Company L, then under command of Captain Frederick E. Pierce, now General Pierce, did honorable service. When first organized, Judge Fessenden was chosen captain and he has ever since taken a keen interest in its welfare. The rifle range for practice is off the Bernardston road, not far from the ice pond of the Greenfield Ice and Trucking Company.

Looking back over the records of the fire district, which was incorporated in December, 1849, it is found that not until August, 1869, was any appropriation made for bringing water from Leyden. The sum of \$40,000 was appropriated for the purpose and a contract made with Solon L. Wiley for laying the pipe necessary to supply the town. The population of the town was then 3,500. The growth of the town has made it necessary to lay new pipe, build an additional reservoir above the original reservoir in Leyden on the Glen brook, build a pumping station, and last year a storage reservoir on Rocky mountain, east of the village. Repeated dry seasons have led to the running of the pumping station on Green river almost every summer of late and it is now clearly recognized that the district is facing a crisis in the matter of an adequate supply of water. Just how the situation is to be relieved no one is able to say at present. With the population of over 11,000 and repeated dry summers, the supply has dwindled to a point that the pumps have to be started to avert a water famine every summer.

Town's Oldest Bank

(Continued from page 6)

to the undoing of the institution. Since the closing of the doors almost four years ago, the bank has been reorganized with new officers. It is expected that the bank will be per-



F. L. Ingell & Co.

The well known undertaking firm of F. L. Ingell & Co., the members being F. L. Ingell and R. M. Shepard, are located on Chapman street, and will soon move into the new Chapman block that is now nearing completion, not far from their present building. In addition to undertaking, the firm does general furniture repairing and makes mattresses. The telephone numbers are 332-1-2-3.

fine toward Northampton, and, in addition to the glow given by the finest of exercises, the reward of our exertion will be in the broad vista from below the Abercrombie residence (if we take Hope street or James and so avoid the dust of the main thoroughfare through the Connecticut valley); then under the railroad and by the old tavern which stood opposite the head of navigation at Cheapside, and through the old covered bridge over the Deerfield river. "They say" that this bridge was built by a corporation authorized to collect tolls for a long term and then turn it over to the public free and in good repair, and that at the end of the term not only was the bridge in poor condition, but the records showing the owners were "lost."

The river here probably drains an old lake bed, and its cut through the rocky ridge serves also for two highways, an electric road, the Fitchburg railroad, the New Haven branch and the freight cross-cut, while the Turners Falls branch and the Connecticut river division are in sight, as is the electric road south. From the Deerfield bank of the stream we may see the stonework of the old wharf on the Greenfield side. On our right we get a new view of the beautiful Deerfield North Meadow, new because it is never twice alike even from the same point, and beautiful because a fertile valley, watered by a winding stream and adorned with such a gem as its forest-crowned Pine Hill, with such a background as the Shelburne hills furnish, cannot fail to attract the dulled eye; and even the slightest knowledge of the pageants that, when this was the frontier, passed through its quiet, over the trail between old Deerfield street and the Cheapside ferry, adds to the scene an interest that makes it one of the pictures we see when recollection arranges in visions the evening shadows.

Now, shall we go down to the river and southerly up its bank, or through the old street, slowly so as to enjoy its shade and permanency, or to the left by Dooley's crossing? Either will be right, and if we take the crossing we may swing around to the north again and come through the woods to the East Deerfield road beyond the stone crusher, or to the right and, finding ourselves at the end of the Keet road in a high rock-bound valley, push on southerly across the pasture and through a wood road and reach the highway passing the Potter shack, the richer for a bouquet of arbutus or azalea or mosses flowers and a pocketful of monstrous checkerberries. Anywhere on this ridge or in the valley on either side we are sure of an interesting walk if our legs and eyes are good, and if dusk finds us too far from home we can take an "electric" back.

Next time, to be contrary, we go northerly, taking, as we may prefer, the road to Poet's Seat (said to be so named from the poems there written by Frederick G. Tuckerman) or the pretty trail along the east slope of Rocky mountain; either way, by Dr. Russell's sightly new home or by the old Schwartz farm buildings, we soon come on the Turners Falls road, and can go down the long hill by the road so well built by the late P. P. Severance, or by crossing to the Swamp road (either over Canada hill from the suspension bridge or by a wood path, which is a continuation of that from the Schwarz farm) we come out near the east end of the swamp. This swamp, by the way, is a botanical mine, and is the source of Cherry Rum brook whose ruddy current runs westerly across the Bernardston roads toward Green river and of the brook flowing easterly into Fall river.

Following the latter, as it plunges down past the country school, we come to the opening known as "Factory Hollow," where stand the picturesque ruins of the Leonard broadcloth mills on the stream which formed the division line when, in 1793, Gill was set off from Greenfield. The waters of Fall river are too pure to be soiled by turning wheels and

said by Louis Agassiz to be a fine specimen of conglomerate rock; and Agassiz knew rocks, as well as many other things — which reminds me that he is said to have been much interested in the curious ridge which walls the western side of the plateau known as Pine Hill. From Turners Falls we may take the trolley home, or follow through the "Patch" down the stream past the very interesting rock dam (fated to be submerged when the river is next harnessed), out by the Farren Memorial Hospital to "Montague City" and across the truss-filled wooden bridge, then to the right and over the mountain by either the old road or the way through the "Temple Woods" and down Highland avenue; unless we can decide on neither and cut right across over the hill on the south part of the park land and so down the "bear path."

And, while we are resting, it is pleasant to consider whether the next walk shall be to get the fine view from Meridian street, through West Deerfield to "the Old World" or Arthur's Seat, around the ox-bow of the pretty South Shelburne road, by the Shelburne gorge to the slightly curves of the new highway west, on across the pastures to the Shelburne tower, or the nearer but still beautiful high places of Mrs. C. P. Day's west pasture, Greenfield mountain (1,100 feet), or the Potter pasture high and bare above the Allen brook gorge. Picking north, some 200 feet further north and the nearer hills of Colrain and Leyden are within walking distance. Up west of Fall river by the Flavel Griswold place, across by the Bascom and Atherton places on an abandoned road, and down through Gill, takes one through an interesting country. There are as many pleasures as acres all about. F. N. T.

In the not remote past there existed in Greenfield an organization comprising in its membership many of the business and professional men of the town, ministers excepted, although gentlemen of the cloth could have belonged with perfect propriety, which organization — now, alas, no more — was the means of providing vast quantities of wholesome pleasure and fun for those privileged to belong. Now, this organization was the Greenfield Coaching Club, formed about 1800 and continuing until the multiplicity of automobiles put it out of business, those of its members who owned automobiles going into the County Automobile Association. But the Coaching Club filled a niche in the social life of the male portion of the community that no other club will ever be able to completely make good. The club owned a genuine old-fashioned stage-coach which was not only well adapted to the use of the club, but was a link binding the present to the past that was worthy of careful preservation, instead of the base neglect to which it was abandoned. It is sad to chronicle the fate that finally befell the ancient vehicle that was in an excellent state of preservation at the time of its abandonment to the elements in the open field to the west of the Rogers, Lunt & Bowlen factory. There it was allowed to remain until the evening of July 3, 1912, when the patriotic and law-abiding youth of the town conceived the happy idea of hauling the old coach to Main street and setting it on fire, after carefully saturating it with kerosene or some other combustible, and all this without anything more than a perfunctory attempt to save the valuable relic; nor has there been any punishment meted out to the perpetrators of what amounted almost to a crime. The other vehicle owned by the club was a handsome brake. It was fine sport to gather a congenial company and drive away for supper at some tavern within easy driving distance. Coaching belongs wholly to the past in this section now the automobiles are so common. But for genuine pleasure it is to be doubted that any club will ever be formed in Greenfield

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The growth of the financial institutions of Greenfield has kept pace with that of the town. Changing business conditions have created new needs, and to supply these there was organized last spring the Franklin County Trust Company, which began business the first of July, having taken over all the business and assets of the Franklin County National Bank. Chartered in 1849, the Franklin County Bank was one of three banks in the county. In 1865 the charter was changed and the institution became the Franklin County National Bank. A wide sphere of usefulness is opened to the new trust company. All the commercial business will be given the same care and attention which has always been a feature of the management of the Franklin County National Bank. But in addition to its large and varied commercial business, the new institution is able, under its charter, to serve the public in numerous ways not open to a national bank. It can act as receivers, as trustees, as executors of wills and administrators of estates, as guardians of children, and can make loans on real estate. These are but a few of the ways in which the trust company can serve the public. The advantages of such an institution in the county are too obvious to require mention in detail. It can be pointed out, however, that in the care of estates it is not infrequently highly desirable to have the management continuous and not subject to the inevitable changes which are bound to take place under individual management. The Franklin County Trust Company is provided with the best equipment obtainable for its rapidly-growing safe deposit business, having the best vaults that can be procured. The officers of the company are: President, John H. Sanderson; vice-president, Charles H. Keith; treasurer, William B. Keith; directors, John H. Sanderson, George F. Rogers, John P. Logan, John Wilson, Benjamin W. Porter, Charles H. Keith, William B. Keith, Augustus W. Esleeck, George C. Lunt and George A. Sheldon.

Inter-State Mortgage Trust Co.

The Inter-State Mortgage Trust Company, widely and favorably known since its organization almost twenty-five years ago, is one of Greenfield's most prosperous financial institutions. Since its organization, January 16, 1888, it has sold over \$10,000,000 worth of securities. The Western office is at Parsons, Kan., and the Eastern office is located in the Masonic block of this town. The officers are: President, W. H. Swatszel, Parsons, Kan.; secretary and treasurer, L. F. Adams, Parsons, Kan.; vice-president, G. E. Rogers, Greenfield; cashier, W. N. Snow, Greenfield. The present officers have been connected with the company since its organization. In the almost quarter of a century of its existence the company has carried on an extensive business, and its securities have been much sought after by the investing public. Promptness of settlement of principal and interest, with no delay, has given the company an enviable reputation. In placing their loans, the company has been uniformly fortunate throughout its entire career and has maintained a good rate of interest. The best rates of inter-

est, with safety for principal and interest, have always been maintained.

F. E. Wells & Son Co.

Typical of the growth of Greenfield's industries is the business of the F. E. Wells & Son Company. It was first started in 1899 and incorporated in 1903. In the original factory the "Economy" line of pipe tools, a line of lathes and threading machinery and grinding tools were produced. The floor space occupied was then 5,000 square feet; now it is 53,000 feet. Included in this is the drop forge shop at Turners Falls, located on a spur track of the railway passing nearby and also close to the trolley line on Avenue A. The forge shop and buildings at Greenfield were completed last year. Most of the buildings are of cement construction, one story and fire proof, affording the best of conditions for working to good advantage. In 1904 the Automatic Machine Company was bought. This was sold in 1906 to provide room for the increasing business. In 1911 the E. F. Reece Manufacturing Company was consolidated with F. E. Wells & Son Company. The Reece Company makes taps and dies of superior quality. Lathes of various kinds, grinders, screw machines, tapping machines, tool sets, cutters, vices and numerous other specialties for metal working are made. About 100 hands are employed at present, most of them skilled workmen. The capitalization of the company is \$90,000. The officers are: President, Frederick E. Wells; vice-president, Fred W. Wells; treasurer, Frank A. Yeaw; directors, the above and William M. Pratt, Dana Malone and Edward J. Reece.

THE GAS LIGHT COMPANY**Great Expansion in Lighting Service**

The public service corporations of the town give service of high quality and reasonable cost. The Greenfield Gaslight Company, office on Main street and plant on Mill street, has been in business many years and its growth has kept pace with that of the town, the gain being from 20 to 25 per cent a year. A substantial reduction in the price of gas, just the amount not known at present, will take effect either next January or July. Two years ago the company spent about \$3,000 in laying a ten-inch main from the plant to the center of the town and this year about \$4,000 has been expended in extensions or replacing smaller mains with larger ones. The past summer an eight-inch main has been laid on Federal from Main street to the high school, and by the first of November will be completed to Pierce street. The company has about sixteen miles of mains in Greenfield and about ten in Turners Falls, including the line over there, a distance of five miles. There are now 1,750 customers, about 320 of them being in Turners Falls, or on the way over there. The number of customers increases about 200 a year. Two years ago the price was \$2 per 1,000 feet, with 10 per cent discount; then the price was reduced to \$1.80, with the discount still in force, making the net price \$1.62. With the sliding scale in use two years ago the price averaged \$1.78.

There is much popular misconception regarding the

accuracy of gas meters. The tests by the State of meters sent on for being tested shows that the meter varies about half of one per cent, in the first three years of use; from three to ten years they vary 2 per cent, sometimes in favor of the company, sometimes in favor of the consumer. This shows that a test once in five years is enough. The meters are sealed by the State inspector and are good for three years from date of sealing. Upon test the State allows the gas company to leave the meter in provided it stands 1 per cent in favor of the company and 2 per cent in favor of the consumer. Anything higher than this must be removed. On account of State regulations poor gas cannot be delivered, the Massachusetts companies being subjected to the severest tests in the United States, the inspectors, whose visits are liable any time, coming unannounced. The regulations imposed by the State are these: All gas delivered must be sixteen candle power; but ten grains of ammonia and thirty of sulphur are allowed to the ten cubic feet and no sulphuretted hydrogen is allowed. Should the test at any time show that this law is broken in any item three times in succession, the gas company is fined according to its output. The Greenfield Gaslight Company has never been fined. Tests are made on an average of once a month. The heat unit asked for, although there is no law on it, is 600; the Greenfield company's average is 635. The specific gravity of gas should not exceed .560; the company averages .540, which shows that the company makes a good quality of light gas which produces the best results in all appliances.

The old fashioned gas burned a tip burner which required eight feet of gas per hour, producing about thirty candle power. Because of other lighting competition the public has been forced to use the mantle lamps, because these lamps furnish 100 candle power and consume but four feet of gas per hour. This shows that the gas delivered by the company must be of a nature suitable for the mantle lamp and a gas of high heat unit, as it is the heat unit in the gas that produces the light in a mantle lamp. In carrying gas of a high heat unit and the lawful candle power, it is seen that the company is furnishing gas that gives the best results for the gas range and water heater, this being a big part of the company's business.

Gas is sold to factories for \$1 per 1,000 feet for the reason that the factory bills average about \$25 a month. This increases the total yearly consumption and will help out the private consumer by making possible a lowering of price to the private consumer.

Besides the large expenditures made in enlarging and extending the mains for the benefit of the public service, there has been spent a large sum on the plant within the past three years. Between now and the first of next July the company will be obliged to install a new four-foot water gas set, a new boiler, a new blower fan and a new lift on the holder. The daily capacity of the works has been overtaxed the past summer to the extent that the company has been obliged to run nights, although these conditions did not affect the public; but at the same time it was very difficult for the company to carry on its business, which is the reason for the new installations. While the storage capacity in the past has been 96,000 cubic feet, the capacity is to be increased to 160,000 cubic feet by the new installation. Some days in the past summer the output was 117,000 cubic feet, with a storage capacity of only 96,000 feet. The new installation will remedy this. If the public would consider the amount of gas sold here in comparison with other places

it would be realized that the price charged for gas in Greenfield is proper and right; especially as the company guarantees that as consumption increases the price will be reduced accordingly. Exorbitant profits are not allowed by the State Gas and Electric Light Commission, which requires of the companies each year a detailed statement of their condition.

The Town's Churches**(Continued from page 10)**

whose officers are from the parish, but whose membership is made up from the other churches in town, meets at the parish house. In Moors Hall, leased by the Young Men's Club, is a hall and stage and a well equipped gymnastic

**Holy Trinity—Catholic Church**

plant. The use of the hall Wednesday evenings was reserved by All Souls parish in making out the lease. The First Methodist Episcopal parish has had social rooms fitted up in the basement of the church within a few years. It will be seen from the foregoing that the Greenfield churches are alive to the necessity of meeting squarely the problems arising from changing conditions and are prepared to face them.

Turners Falls Co.

Turners Falls, Mass.

INCORPORATED 1792

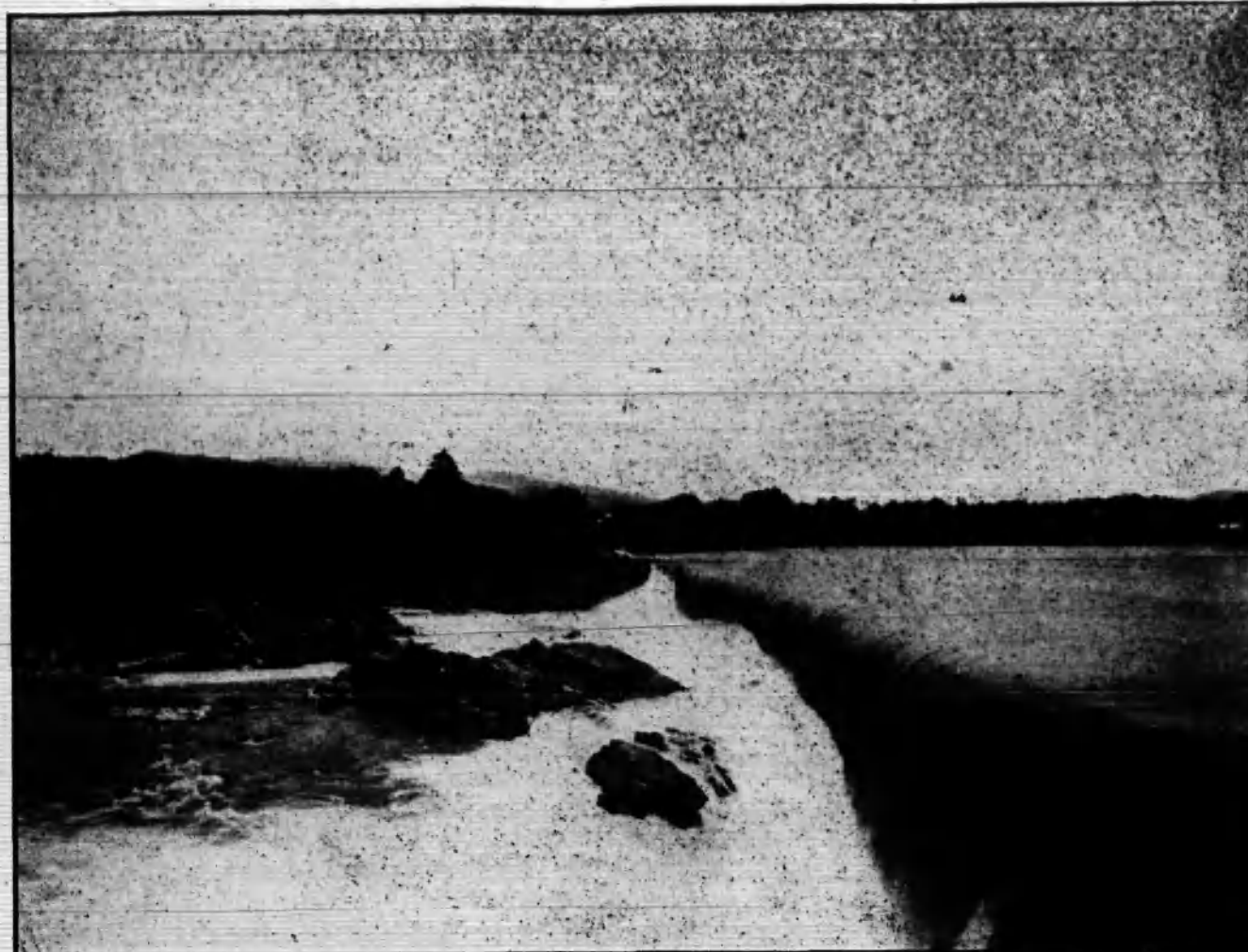
47,000 Horse Power

We Offer at Turners Falls, Land
and Power for Sale at Low
and Attractive Rates

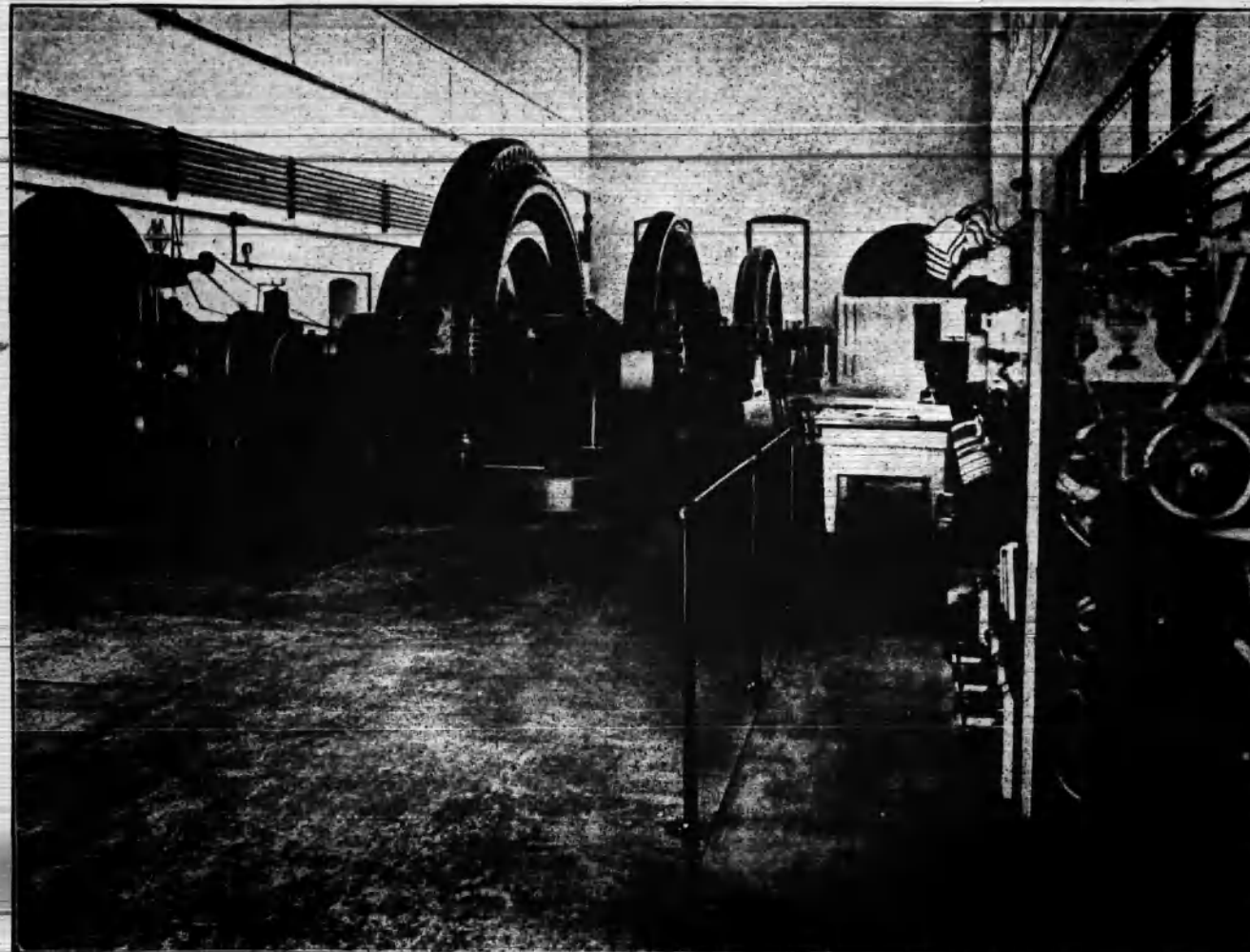
Excellent Railroad Facilities with the N. Y.,
N. H. & H. and B. & M. Systems

Factory Sites Situated on the
Lines of Two Great Systems—
Freight Handled Direct from
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We Invite Inquiries from
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THIS TREMENDOUS BODY OF WATER HARNESSSED FOR INDUSTRIAL PURPOSES



INTERIOR OF HYDRO-ELECTRIC PLANT NO. 1

The Turners Falls

—AND—

Allied Companies

Amherst Power Company
Greenfield Electric Light & Power Company
Amherst Gas Company
Easthampton Gas Company
Franklin Electric Light Company

WITH A

Transmission System

200 Miles in Length

Connecting

22 Townships and 27 Towns
in the Connecticut Valley

Distributes

POWER

to large manufacturing in-
terests in Turners Falls,
Greenfield, Mt. Tom, East-
hampton, and

LIGHT, HEAT and ENERGY
to a population of 50,545

We Are Now Introducing
Our Facilities for the Dis-
tribution of Power Into the
Cities of Chicopee and
West Springfield

ELECTRICITY—THE ALL-FLEXIBLE POWER

The New England Box Co.

With the main office of the New England Box Company located in Greenfield, that large corporation, the largest of its kind in the country, may well be considered a Greenfield industry. The magnitude of the industry is well set forth in the story that follows.

The general public has very little conception of the importance and magnitude of the package industry. They realize that the goods received by them, either directly or indirectly, through the retailer, travel in some kind of a package, but they fail to understand the thought, time and ingenuity spent in producing a package which will safely and economically transport their goods.

The box manufacturer has responsibilities similar to those of the transportation companies. The transportation people are responsible for the safe carrying of our goods, and the box people are responsible for the producing of the proper package to enable the transportation companies to safely carry the goods.

There are in the United States approximately 2,500 box manufacturers, and in the Commonwealth of Massachusetts something like 200 box manufacturers. The last government statistics for the year 1910 show that there was consumed in the Commonwealth of Massachusetts 549,000,000 feet of lumber, and of this lumber 352,000,000 feet, or about 64 per cent., went into packages. This proportion, perhaps, does not hold true throughout the United States; but we think it is safe to say that at least 40 per cent. of all the lumber consumed in the United States goes into packages. This gives you roughly an idea of the magnitude of the business.

The first locked corner box was manufactured in the town of Winchester, N. H., during the eighties, and so far as we have been able to ascertain was made by Capt. Ansel Dickinson, whose company was later known as Ansel Dickinson's Sons, and was one of the constituent companies of the New England Box Company. In the first year of the use of locked corner boxes it is doubtful if there was consumed in the United States \$40,000 worth, but the desirability of this package was so evident, however, to the users of boxes, and the demand increased so rapidly that the machinery people commenced to devote themselves to improving the methods of producing locked corner boxes so that at the present time this industry is supplied by large machinery concerns whose entire output is practically devoted to the production of this class of machinery.

From this small start in the early eighties, at the present time the New England Box Company produces annually over one and one-quarter million dollars worth of locked corner boxes, consuming in producing these boxes approximately 35,000,000 feet of Eastern white pine. To get a basis of comparison as to what this means you can figure that the annual drive of the Connecticut river is about 35,000,000 feet, so that this one locked corner box company consumes an amount of lumber annually that is equivalent to the total drive of the Connecticut river.

This company has eight mills, of which seven are box factories, and one a nail factory. They employ in their factories approximately 700 employees, and in the winter in the woods from 300 to 500 men and from 100 to 250 horses. Their product is delivered as far south as New Orleans and as far west as Omaha, and includes boxes ranging from a size to carry the smallest tap and die, to those large enough to carry a large typewriter, and this class of box has been proven by the severest tests to be superior to any other package of the same thickness of lumber, so much so, in fact, that the Bureau of Explosives has specified that where the locked corner box is used the thickness of the ends of the box can be just one-half of what would be necessary in case the boxes were the old type nailed corner.

Practically every reader of this article, without perhaps knowing it, is familiar with the product of the New England Box Company, as this company ships millions of boxes annually to Gloucester, Mass., in which is packed the shredded codfish used throughout the civilized world.

There has been recently introduced into the market substitute packages which have been used in carrying a cheap class of goods, but the transportation companies have found that the losses owing to insecure packages have multiplied so rapidly that it has become necessary for them to inaugurate a system of tests that is showing that there can be no comparison as between the wooden boxes properly made and the substitute packages.

The mills of this company are located at Orange and Bathwinstown, Mass., Ashuelot, Charlestown, Winchester, and West Swanzey, N. H. In the latter town the company has three mills. The main office is in Greenfield, Mass., and the company has selling offices in New York and Boston, together with agencies in the Middle West, in the South and also abroad. This company is a combination of the old companies—Ansel Dickinson's Sons, Winchester Box Co., and the National Box and Lumber Co. The board of directors are: L. F. Dickinson, Keene, N. H.; Charles H. Keith, Greenfield, Mass.; Julius G. Day, Derby, Conn.; W. E. Dickinson, Greenfield, Mass.; B. W. Porter, Greenfield, Mass. The officers are: B. W. Porter, president; L. F. Dickinson, first vice-president; Chas. H. Keith, second vice-president; W. E. Dickinson, secretary and treasurer.

Oxy-Acetylene Welding Co.

The Oxy-Acetylene Welding Company on Olive street is one of the latest industries in Greenfield. By a new process all sorts of broken metal, from the largest casting to the smallest piece, with the exception of lead, are firmly welded together. L. C. Clifford & Sons, proprietors of the business, are preparing to erect a new fire-proof factory on Hope street, south of the O'Brien block, 60 x 70 feet, to accommodate their business which has outgrown their present accommodations in the Olive street shop. The patent rights on the welding torch, with which the work is done, are held by the inventor, Harlan Clifford. These torches, on which patent rights were granted in February, 1912, will be manufactured and put on the market. The company will have a machine shop, welding room, garage room, and do automobile repairing besides. The running of transfer "buses," which is carried on by the company in the summer months between Greenfield and Turners Falls, is to be sold on account of the growth of the other part of the business. Clifford & Sons were called to Holyoke the past summer to open the vault of the Park National Bank, which could not be opened on account of a misplaced bolt in the lock. An opening was made in the top of the vault with the patent torch, enabling the lock experts to reach the seat of the trouble.

The Turners Falls Company

In the industrial development in the future of western Massachusetts, the Turners Falls Company is destined to take a very important part. It is now seen and appreciated at something near its value the importance of hydro-electric power on the manufacturing not only of the present, but more especially of the near future. Compared with steam power, the advantage of hydro-electric power is very manifest. Manufacturing companies owning water powers have seen the trend of affairs and have sold their power rights and taken in return electric power, than which there is nothing steadier or more reliable. The Turners Falls Company dates from 1792, when the General Court of Massachusetts granted to the "Proprietors of the Upper Locks and Canals on the Connecticut River" rights to construct and maintain locks and canals at what is now Turners Falls. It was in 1866 that the Crocker interests of Fitchburg, having secured control of the Upper Locks and Canals, organized the Turners Falls Company for the purpose of developing the water power for manufacturing. This was, of course, long before the introduction of electricity or the idea of its adaptability for manufacturing purposes. A crib dam, built of timber and stone of the type common in those days,

was built across the Connecticut river, the structure being about 1,200 feet long. On the Gill side the dam came to the shore at a point near where Capt. William Turner inflicted a terrible chastisement on the Indians encamped there. There was a head of thirty feet above the dam and headgates and a canal were constructed. A number of lessees were given sites for manufacturing along the river. These original lessees, or their successors, still retain their rights along the original canal, each using his quota of water.

The third step in the evolution of the company, which was organized in the latter part of the eighteenth century for water transportation, came in 1904, when the canal was extended 1,000 feet to the present power station of the company. It was about this time that the Cabot interests of Boston became interested in the company and the late B. N. Farren sold his stock. The capacity of the station has been increased from the original 1,300 horsepower to 5,100 horsepower, and, beyond this, an additional 1,900 horsepower will soon be available for distribution. Power is sold to subsidiary companies—the Franklin Electric

Having reached nearly the limit of its present capacity, the Turners Falls Company has plans for extending the canal about two miles on the easterly side of the Connecticut river to a point back of the Farren Memorial Hospital in Montague City, where the water will be used under a head of sixty feet and develop 40,000 horsepower. The original canal at Turners Falls is being enlarged to carry a much greater volume of water. The capacity of the new canal is about 7,000 cubic feet. The drainage area above Turners Falls, containing about 7,000 square miles, produces an average flow for eight months in the year of 7,000 cubic feet per second. At the proposed Montague City plant, the amount used will be, according to the calculations, about 6,600 feet per second.

Aside from enlarging the canal at Turners Falls, the company is building a section of a new concrete dam to replace the old structure. The new dam serves to hold in place the old one. The new dam is the heaviest on the Connecticut river and will probably be completed next year. The demand for power is steadily growing, and it is the intention



The State Armory at Greenfield

Light Company of Turners Falls, the Greenfield Electric Light and Power Company and the Amherst Power Company. This last supplies current for the Easthampton Gas Company, which supplies light and power for Easthampton and Southhampton. The Franklin Electric Light Company sells power and light in Turners Falls and Riverside, and also to the municipal plant at Millers Falls. The Greenfield Electric Light and Power Company distributes electric current as follows: Connecticut Valley Street Railway Company, the towns of Bernardston, Vernon and Northfield, Deerfield, East Deerfield, South Deerfield, Shelburne Falls, Colrain and Buckland. The Amherst Power Company has recently been granted a franchise in Chicopee, and a new transmission line is under way to Amherst and Easthampton and to Chicopee. The steel tower line is of the latest construction and is designed for 110,000 volts. The standard towers are sixty feet high and carry a double set of wires to obviate any loss of use of the line by one set of wires becoming disabled.

of the company to build the proposed plant at Montague City just as soon as there is a sufficient call for power to warrant going ahead. It is believed that time is not far distant. The mills at Turners Falls are gradually substituting electric drive for water. The policy of the company is to develop Turners Falls as much as possible, as power can be sold for use right on the spot on more advantageous terms than when it has to be transmitted some distance. Special inducements are held out to those wishing to start manufacturing enterprises at Turners Falls, and already, out of a large number of companies that have been investigated, there are two or three that have real merit and the prospect of their coming to Turners Falls is bright. The company is in a position to offer good sites for factories, as it owns land along the river. With lower rates for power, it is expected manufacturers will come to see the desirability of locating where the most favorable terms for power can be had. The future of Turners Falls is bright with promise of a substantial development.